



FOR IMMEDIATE RELEASE:

Schaumburg-based Jewels by Park Lane Selected by *Empowering Women* Magazine



Schaumburg, IL- July 19, 2007 – Only twelve companies are selected to be featured by *Empowering Women* magazine each year and the July 2007 issue will feature Schaumburg-based Jewels by Park Lane exclusively. *Empowering Women* was created to support the unique demands of direct selling companies and independent business-builders worldwide. Each issue of *Empowering Women* takes an in-depth look at a company dedicated to creating opportunities for women, and targets the millions of women who have made a commitment to enriching their lives and building their incomes with a home-based business.

The Bureau of Labor Statistics estimates that there are more than 18 million home-based businesses in the United States, generating \$427 billion in revenue. Of these home-based businesses, about 10 million have been started by women who want to take control of their lives. *Empowering Women* recognizes that over 70 percent of start-up businesses are owned by women who also have tremendous buying power both as consumers and business owners. *Empowering Women* is distributed nationally through premiere newsstands and prominent bookstores.

Jewels by Park Lane was selected by *Empowering Women* Magazine based on its unique beginning, longevity in a very fluid industry, family ownership and operation, marketplace

reputation, and high quality of product and services. Jewels by Park Lane is a family-owned direct sales company featuring high-quality fashion jewelry which is sold via home parties.

Park Lane was founded in Chicago in 1955 by Arthur and Shirley LeVin. After Shirley attended a home party for household items, they decided to start their own direct sales company and determined that jewelry was a product that would never lose its luster. The most unusual part of their story is that Shirley was only sixteen and Arthur was nineteen at the time! Due to expanding growth, the company moved its headquarters to Schaumburg in 1992.

Park Lane is currently owned and operated by the second generation of LeVin family members. One of the most admired and trusted direct sales companies in the industry; Park Lane currently has independent sales consultants in virtually every state in the country. While known for the unconditional guarantee on its products and for its no product buy-in program, Park Lane also offers generous rewards to its sales consultants, party hostesses, and customers.

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