



FOR IMMEDIATE RELEASE:

Jewels by Park Lane Honored by *Direct Selling News*

Fashion jewelry company, Jewels by Park Lane, now member of \$100 Million Dollar Club.



Chicago, Ill. – April 8, 2010 – Jewels by Park Lane has been honored by [*Direct Selling News*](#), the only magazine dedicated to serving the direct sales industry and network marketing executives. Jewels by Park Lane was welcomed to DSN's \$100 Million Dollar Club. This is particularly significant because Park Lane has always been a family owned and operated business, and not a publicly held corporation or subsidiary of a multi-national company.

Park Lane National Director, Shannon Pell accepted the award at the presentation ceremonies in Dallas TX on April 7, 2010. "This award validates our dedication to growing our business. We have experienced incredible growth in recent years, and anticipate continued double digit growth each of the next few years", commented Park Lane CEO of Sales, Scott LeVin. "Our company's long term business plan is designed with this growth in mind."

DSN generated this listing of global direct selling companies in an attempt to acknowledge the power of the direct selling industry by the numbers. DSN used several sources such as Dun & Bradstreet, Global Duns Market Identifiers, Market Guide Company Profiles, World Federation of Direct Selling Associations, and other sources to gather the information.

Direct Selling News serves executives in the direct selling industry and is designed to help top decision makers grow and manage their businesses. Each issue has articles that focus topics that shape the dynamics of the industry, such as the latest legal and regulatory issues, meeting industry challenges, improving efficiencies and achieving business objectives. Also included is insightful commentary from respected direct selling executives and industry consultants on contemporary issues impacting business and the latest financial trends in direct selling.

About Jewels by Park Lane- 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 and is currently owned and operated by Scott LeVin, Mark LeVin and Arthur Levin III, the second generation of LeVin family. 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. One of the most admired and trusted direct sales companies in the industry; Park Lane currently has independent sales consultants in every state in the country.

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