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FOR IMMEDIATE RELEASE

Bill and Giuliana Rancic Support Starlight Children's Foundation by Unveiling Jewels by Park Lane's *Love* Bracelet

Los Angeles, Calif. – Bill and Giuliana Rancic, reality-TV stars and hosts, are jumping on board to help Starlight Children's Foundation touch the lives of thousands of seriously ill children and their families by unveiling a new bracelet called *Love* made by Jewels by Park Lane. From Dec. 1, 2009 – Jan. 31, 2010 the bracelet is available for purchase at http://www.jewelsbyparklane.com/start/special_starlight.

"We are thrilled to be supporting Starlight," said Giuliana. "The *Love* bracelet is beautiful and knowing that we have an opportunity to help bring joy to children and families who need it is a wonderful feeling."

The bracelet has stunning free-form hearts, ablaze with sizzling-jet Swarovski crystals and fastens with a hematite-plated toggle and ring closure.

"This promotion is very special to us," said Arthur LeVin, Senior Vice-President of Jewels by Park Lane. "The new *Love* bracelet was inspired by the children that Starlight serves. With one year of supporting Starlight under our belt, we really wanted to come up with something exciting to invigorate both our customers and our sales representatives."

"Jewels by Park Lane has already helped us provide programs to thousands of Starlight families this year," said Paula Van Ness CEO of Starlight. "We are enormously grateful for Rancics' support and all of Jewels by Park Lane's representatives for their compassionate hearts and tireless dedication to improving the lives of seriously ill children and their families."

Jewels by Park Lane will also continue to sell its inaugural *Starlight* bracelet, which launched the partnership with Starlight in 2008. The bracelet is encrusted with genuine pave cubic zirconias and suspended from a silvertone open-link bracelet. Two dollars from the sale of every *Starlight* bracelet is donated to Starlight.

About Starlight Children's Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Children's Foundation™ has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

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.

About Giuliana and Bill Rancic: Giuliana Rancic has been anchor and Managing Editor of *E! News* since January 2005. She joined *E! News* as a correspondent in 2002, handling a variety of stories and events. Giuliana also released her first book in 2006. *Think Like A Guy* is a practical and funny handbook of rules compiled by Giuliana. Bill Rancic has not slowed down since becoming Donald Trump's original Apprentice, Bill has thrived in both the business and entertainment world. He recently co-hosted an Emmy nominated television series on A&E titled, "We Mean Business" and has made a name for himself as a popular key note speaker at major corporations and universities. On August 5, 2009 the couple signed on for the *Giuliana & Bill* show premiering on the Style Network.

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