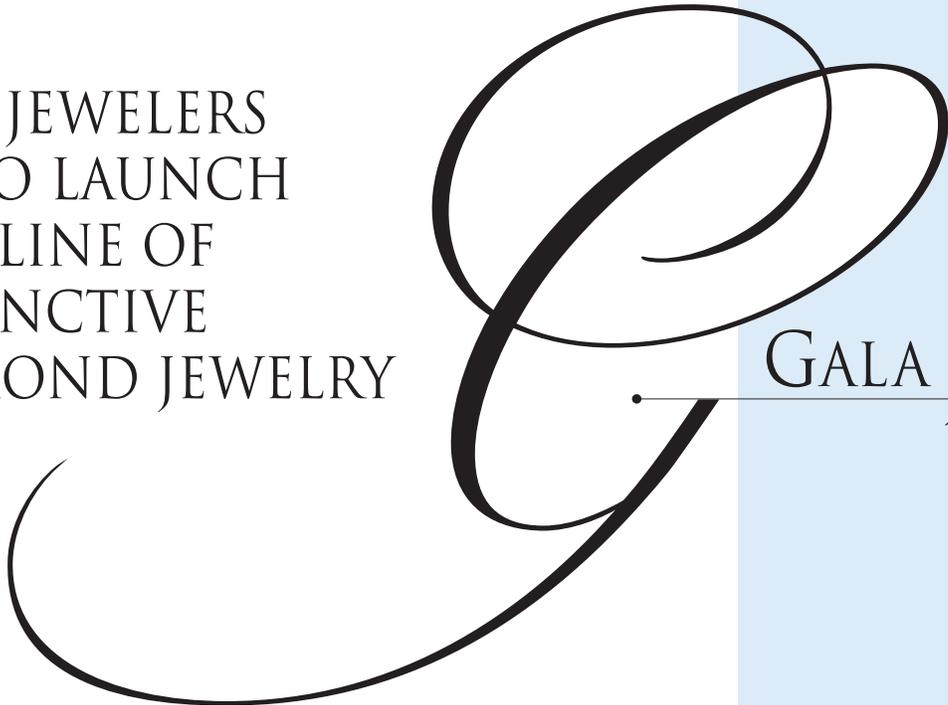


FOR IMMEDIATE RELEASE

GALA JEWELERS SET TO LAUNCH NEW LINE OF DISTINCTIVE DIAMOND JEWELRY



GALA JEWELRY

Headed by industry innovator Jeffery Shapiro the company's collection will feature original design pieces and updated classics offered to the independent jeweler.

(New York, New York). For over thirty years Jeffery Shapiro has designed and marketed upscale diamond jewelry for some of the industry's leading manufacturers. He now brings his original vision, design expertise and personal commitment for excellence in women's diamond fashion to Gala—the newest source for fashionable diamond and bridal jewelry.

Guided by Mr. Shapiro's respected track record in strategic marketing, design and merchandising, Gala will offer a dazzling selection of original designs and classic, time honored pieces re-imagined in a contemporary aesthetic for today's woman.

Focusing on the independent jeweler, Mr. Shapiro is confident Gala Jewelers will become one of New York's respected manufacturers for fine diamond jewelry. Combining his strategic involvement in the today's diamond market with his successful background in art history and design, Mr. Shapiro will function as the Director of Gala to oversee every element of production and design personally.

As Mr. Shapiro explained, "We have brought three elements together, our involvement in today's diamond market, my background in art history and design, and technological advances our parent company has developed which give Gala a really exciting edge in design and production".

Mr. Shapiro will spearhead and oversee all facets of product design from concept through evolution while strategically directing all marketing efforts, merchandising and sales solutions. The initial Gala Collection will feature "timeless classics in bridal jewelry but "finished in a modern, inviting and almost sensual manner."

Mr. Shapiro noted the pride he takes in working directly with designs for the women's market; "Diamonds are a lasting part of our culture and today's woman must feel her diamond jewelry reflects who she is. I think I've managed that with Gala—to provide a selection of tasteful, beautiful pieces that speak to each woman's personal sense of style, her values, and her impeccable taste".

For more information or to schedule an interview with Jeffery Shapiro,
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