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Liz Riley Designs

Press Release

Designer Offers A Fresh Way to Look at the
Meaning and Beauty of Her Fine Fashion Jewelry.

Liz Riley Designs has crafted a Website that's as unique in its
displays as her work is unique in its one-of-a-kind appeal.

Huntington Beach, CA, February 20, 2007: Fashion jewelry designer Liz Riley' decided that her Website would be as original as her one-of-a-kind handmade jewelry. So working in collaboration with her husband, Mike Riley, they created what both regard as a "breakthrough site" for jewelry display.

The Website can be found at <http://www.lizrileydesigns.com>. Mike Riley says that the site's most unusual features include these elements:

- "We assumed that most people who visit us will have broadband Internet connections. So our illustrations of Liz' work are very large compared to other Websites that display jewelry. But we think that's appropriate, because it gives viewers a life-sized view of the craftsmanship that distinguishes each piece." Mike also cautioned dialup users to be ready for slow download times.
- "We decided that each necklace should be displayed against a background image of a fabric texture in a color that complemented the appearance of the jewelry. It gives the appearance of

the piece a lot more of a sense of realism that way, and provides purchasers with some idea of how to coordinate the fashions they choose to wear with each necklace.”

- “To give each page that displays a necklace even more of a sense of three dimensional realism, we arranged the Web page in a way that permits the viewer to scroll the necklace up and down against the background texture.”
- “And because bracelets and earrings are most often seen against the background of skin colors, we used a neutral skin tone as the background for these pieces.”

Liz’ necklace designs share the same spirit of fresh originality. Liz adds that “I don’t regard a necklace as just a decoration for a woman’s chest, or a platform to frame her face. I think a necklace should be seen as artwork that adds dignity and excitement to the fashions it complements.”

Most of Liz’ designs are composed of semi-precious stone beads and pendants imported from all over the world. Because most of her work is original, one-of-a-kind handcrafted artwork, Liz has only made her products available for sale through her Website. However, she has also prepared both Limited Edition and Unlimited Edition designs for sale through retail dealers who may wish to carry her work.

All purchasers of a Liz Riley Designs Original or Limited Edition piece will also receive a certificate of authenticity signed by Liz herself. They will also receive a velvet bag to protect the item for travel and to enhance its presentation as a very special gift.

For more information about Liz and her fine fashion jewelry, she can be contacted personally by calling her office at (714) 374-4297.