

HOUSE of TAYLOR JEWELRY

House of Taylor Jewelry, through its relationships with Elizabeth Taylor and Kathy Ireland, is seeking to create the next major international brand to enter the fine jewelry marketplace.



Elizabeth Taylor

Having amassed one of the world's foremost collections, Elizabeth Taylor is more associated with diamonds and jewelry than any other woman in the world. Dame Elizabeth's personal collection includes pieces of unparalleled historic stature such as the Krupp Diamond, the Taj Mahal Diamond (dating to 1627) and La Peregrina Pearl discovered in Panama in the early 1500s. Ms. Taylor is a Hollywood icon - the star of more than fifty-five films. For nearly 20 years, she has been a leader in AIDS act founding role in the American Foundation for AIDS Research (AmfAR), and the establishment of The Elizabeth Taylor AIDS Foundation (ETAF). She has also been an extraordinarily successful businesswoman with her best-selling line of fragrances.

House of Taylor Jewelry, Inc. ("the Company") was formed expressly to implement an innovative business model capable of bringing beautiful and high quality jewelry products to every level of the marketplace, from entry to high end, through the extraordinary branding power and worldwide recognition of two of the most successful women in the world of consumer branded products, Elizabeth Taylor and Kathy Ireland.

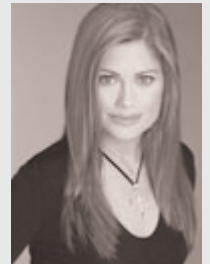
The jewelry industry is an extremely competitive and fragmented industry, populated by thousands of businesses, ranging from mom and pop operations to large, multinational companies. This increasingly competitive marketplace is moving manufacturers, wholesalers and retailers of all sizes to pursue branding strategies to differentiate their products. Creating brands, however, is cost-prohibitive for even many of the largest jewelry manufacturers. By partnering with House of Taylor Jewelry through its innovative Brand Partners Program, which leverages the extraordinary brand awareness of Elizabeth Taylor and Kathy Ireland, major jewelry manufacturers can instantly acquire brand power and awareness that might cost tens of millions of dollars as well as years of advertising to otherwise develop.

In short, House of Taylor Jewelry's Brand Partners Program transforms would-be competitors into partners.

Brand Strategy

The Company's business model involves manufacturing and marketing its own fine jewelry products under its Elizabeth Collections®, House of Taylor Jewelry®, Kathy Ireland Jewelry® and Mirabelle® brands while leveraging the manufacturing resources, distribution and marketing infrastructures of some of the leading fine jewelry manufacturers in the world through its licensing/brand partner model. By positioning Elizabeth Collections at the high end, House of Taylor Jewelry at the mid to high end, and Kathy Ireland Jewelry at the entry to mid range, the Company is able to target a wide range of retailers that cater to the gamut of consumer demographic market segments.

The Company plans to partner with leading companies that have existing manufacturing capabilities, in-house design capabilities and extensive distribution channels that are aligned and complementary with House of Taylor Jewelry's retail distribution strategy. The licensing arrangement gives each Brand Partner the right to manufacture and market Company-approved designs within specific categories of jewelry, under specific House of Taylor Jewelry brand names, for distribution through retail channel categories approved by the Company, and consistent with its retail strategy.



Kathy Ireland

Kathy is CEO and Chief Designer of Kathy Ireland Worldwide(™) in Los Angeles, CA. She has been recently featured in INC and Forbes magazines as the leading female entrepreneur whose design empire grosses over one billion in retail sales annually. She has earned a Designer of the Year nomination, Best of Market honors, the Good Housekeeping Seal as well as the Gold Medal from the San Francisco Flower and Garden Show. Kathy is also the recipient of The Outstanding Mother of the Year Award from the National Mother's Day Committee, Entrepreneur of the Year, Business owner of the Year, and named one of the Top Ten Women's Health Advocates in America by UCLA.





Retail Strategy

Company management is implementing a retail distribution strategy that calls for the development of a multi-channel network comprised of couture and high-end independent fine jewelry retailers, large chain jewelry retailers, and department stores. The Company has developed a Retail Partnership Program that will define the relationship it has with each of its authorized House of Taylor Jewelry retail outlets within the aforementioned channels.

By positioning Elizabeth Collections® at the high end and Kathy Ireland Jewelry® at the entry to mid-range, the Company is able to target a wider range of retailers that cater to these differing consumer demographic market segments. This dynamic gives the Company the latitude to distribute through more authorized retailers, while avoiding saturation within geographic areas that might otherwise occur if the Company marketed its products under a single brand.

We believe that this retail brand strategy makes House of Taylor Jewelry unique in the marketplace, by providing independent retailers with extraordinary brand identification and awareness that would otherwise require significant

capital - typically beyond the resources of the independent retailer - and time to create. Management further believes that by delivering such value to its authorized independent retailers, it will not only be instrumental in promoting sales for the retailers, but also engender the loyalty of its retailers.

An integral part of the Company's immediate and long-term marketing plan is awareness of the House of Taylor Jewelry and its Elizabeth Collections® and Kathy Ireland Jewelry® brands within the jewelry industry and throughout its target consumer markets. During the early stages, as the Company develops its distribution channels and launches its various lines at the retail level, the Company will utilize paid advertising techniques on a very limited basis primarily within the trade. Management believes that media interest in Dame Elizabeth and Kathy will bring considerable attention to the House of Taylor Jewelry's activities, and thereby enable the Company to substantially reduce the costs otherwise necessary to generate similar awareness of a new, unrecognized brand.

The combination of a Source Brand strategy for design and manufacturing with a Retail Brand strategy that extends to all levels of retail provides a complete end-to-end business loop that we believe is unique to the jewelry industry.

Management

House of Taylor Jewelry's management team, Board of Directors, and key advisors have broad collective strengths and capabilities in the areas of fine jewelry design, marketing, and manufacturing, as well as finance, licensing, marketing, sales, and promotion for consumer products companies.

Jack Abramov, President and Chief Executive Officer, Director

Jack Abramov brings 17 years of experience in all aspects of fine jewelry including manufacturing and diamond sourcing. From 2001 through the present, Mr. Abramov has served as Vice President of Techline Jewelry Corporation. Mr. Abramov began his career in 1988 after receiving his Bachelor of Science Degree in Marketing and Finance. He joined the family business, RJM Jewelry Manufacturers and Importers and was mentored by his father, Raphael who founded the company.

Monty Abramov, Vice President and Design Director

In 1993, Monty Abramov began working with his brother Jack and late father Raphael. With them he formed Techline Jewelry Corporation in 2000. and was a co-founder of Mirabelle Luxury Concepts. Mr. Abramov brings over 12 years of creative design direction to the Company. His imaginative Mirabelle designs, the "Original Diamond Handbag Collection", Players Club and Flower Power collections have been well received by the trade. Mr. Abramov helped catapult the small boutique jewelry company into the spotlight when his designs were featured on CNN and dozens of consumer, jewelry and trade publications.



Pauline Schneider, Chief Financial Officer

Ms. Schneider has served in an executive capacity with several private and public companies. She served as Vice President Finance of PRB Gas Transportation Inc. from June 2004 to May 2005 where she saw the company through early financing, an IPO, two acquisitions, and listing on the American Stock Exchange. She was the interim accounting officer for Navidec, Inc. in Denver, Colorado from October 2003 to May 2004. Ms. Schneider has also served as Vice President Finance for Eagle Print Solutions, Inc. where she was responsible for all accounting functions and assisted in performance of due diligence on numerous acquisition opportunities, and worked for Visual Data Corporation where she was Chief Financial Officer/Controller. At Visual Data Ms. Schneider was responsible for all accounting, administrative and financial reporting functions, including SEC compliance. Ms. Schneider has also held various other financial positions including Business Manager for the Harid Conservatory and Senior Staff Accountant for Schmidt, Raines, Trieste, Dickenson, Adams & Co., as well as consulting positions with other privately held firms. She is a Certified Public Accountant and has a Bachelor of Arts degree from the University of Rochester.

Dr. Lawrence Chimerine, Director

Dr. Lawrence Chimerine is President, Radnor International Consulting, Inc. and partner and member of the Investment Committee of Strategic Capital Advisors. He is the former Chairman, Chief Executive, and Chief Economist of Chase Econometrics and the WEFA Group. As a noted author and economic expert, he has appeared on numerous television shows, including Wall Street Week, the Lehrer News hour, ABC and NBC nightly news, CNN and CNBC, and has been a consultant to many Fortune 500 companies and financial institutions here and abroad.



Frank Devine, Director

Frank M. Devine has over 40 years of experience developing market strategies and implementation models for consumer products and retail sales. As a consultant to various companies, he has relationships with many of the major retail entities in the United States and the global market. He has extensive experience with branding in the retail arena and has assisted in the development of successful branding strategies to bring products to market. Mr. Devine has also served as a board member to a number of companies including Salton, Inc. and Saflink, Inc.

Peter Mainstain, Director

Peter Mainstain, co-founder and partner of Tanner Mainstain Blatt & Glynn, an accountancy corporation, is a financial professional with broad experience in all aspects of financial and tax planning. Mr. Mainstain is a member of the Board of Directors of Cal West Bancorp, a publicly held community bank, and a member of its audit committee. He was a member of the Board of Directors of Film Roman, Inc., a publicly held television and feature film production company, a member of the Board of Directors of The Arthritis Foundation of Southern California and was previously on the Board of Governors of City of Hope.

**For More Information:
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The statements included in this executive summary concerning predictions of economic performance and management's plans and objectives constitute forward-looking statements made pursuant to the safe harbor provisions of Section 21E of the Securities Exchange Act of 1934, as amended, and Section 27A of the Securities Act of 1933, as amended. These statements involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Factors that could cause actual results to differ materially from those set forth in the forward-looking statements include: the availability of funding for current and future operations; the acceptance of our branded products in the marketplace; and the characteristics and pricing of our branded products as compared to competing products as well as others discussed in House of Taylor Jewelry, Inc.'s filings with the Securities and Exchange Commission. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this summary. House of Taylor Jewelry, Inc. undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.