

**FOR IMMEDIATE RELEASE:**

**Park Lane Jewelry Joins the Premier of Dancing with the Stars Season 13**

**Chicago, Ill.** -9/28/2011- Park Lane Jewelry is being recognized on the 13<sup>th</sup> season of ABC's Dancing with the Stars.

Park Lane executive, Tara LeVin, traveled to California for the Dancing with the Stars Premiere to gift and dress celebrity contestants in Park Lane's unique jewelry designs.

Park Lane has been spotted in the first two episodes. Contestant Chynna Phillips kicked off her dancing debut wearing Park Lane's "Spoil Me" ring on the shows Premiere, while J.R. Martinez, complimented his jive with Park Lane's "Fame" necklace. With more than 32,000 representatives across the Country, Park Lane's are tuning in to see more Park Lane Jewelry sparkling on the dance floor.

ABC's Dancing with the Stars airs Monday's and Tuesday's at 8/7c.

**About Park Lane Jewelry** - For over 55 years Park Lane Jewelry has empowered people to discover their potential and realize their dreams. Founded in 1955 by Shirley and Arthur LeVin, Park Lane today remains a family-owned and operated company. Guided by the philosophy and values of the past and inspired by the promise of the future, the LeVin brothers Scott, Mark and Arthur III, are committed to offering the finest in fashion jewelry and the best opportunity available in the direct sales industry.

**About Dancing with the Stars**-Dancing with the Stars is a reality show on ABC. The Show is a competition which pairs a professional dancer with a celebrity. Each duo performs selected dances for an audience and panel of judges. The contestant with the lowest combined total of the judge's score and audience vote is eliminated.

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