



PLATINUM

CONTACT:
Niki Ostin
PR LAB

Cell: 310.990.4082 / niki@prlabonline.com

FOR IMMEDIATE RELEASE

WORLD'S BIGGEST TELEVISION STARS GO PLATINUM AT THE 61ST PRIMETIME EMMY AWARDS

Los Angeles, CA (September 20, 2009) – While the awards might be gold, our favorite television stars opted for platinum jewelry on the red carpet at the 61st Primetime Emmy Awards. Style expert Michael O'Connor notes that “classic Hollywood glamour is the hottest trend on the red carpet this year.” O'Connor adds that “celebrities are choosing to make a statement with their jewelry by highlighting either their neck, wrists or ears with bold pieces.” Platinum is favored on the red carpet because it's a naturally white metal so it maximizes the brilliance of rare gemstones.

Celebrities including AnnaLynne McCord (*90210*), Seth Green (*Family Guy*), Rex Lee (*Entourage*), Mehdad Brooks (*True Blood*), Kate Flannery (*The Office*), Phyllis Smith (*The Office*), Nick Verreos (*Project Runway*), Kate Linder (*The Young & The Restless*), Shar Jackson (*Moesha*), Leslie David Baker (*The Office*), Kay Panabaker (*Fame*), Kristy Flores (*Fame*), and Kristen Quintrall (*Transformers 2*) attended Platinum Guild International USA's Emmy Awards Red Carpet Jewelry Preview at a luxurious hotel suite in Beverly Hills where they personally selected gorgeous baubles from the world's top designers to wear on the red carpet. From platinum and 100-carat diamond necklaces to vintage men's cufflinks and rare men's watches, guests had the opportunity to preview the most exquisite, highest quality jewelry available only to Hollywood's biggest stars. Spotlighted jewelry included the U.S. debut of the “Aqua Collection”, one-of-a-kind masterpiece necklaces inspired by water that were created by world famous jewelry designers China, Italy, Japan, and India.

Celebrities also autographed “platinum” Hunter Wellies for the Clothes Off Our Back Foundation's award show auction benefitting children's charities. Additionally, they received a “Red Carpet Prep” gift bag with products from Aldo, Moroccanoil, Valerie Beverly Hills, Auric Blends, Beautyfix, Sexy Hair, Zirh Platinum, BagTags USA, and The Racktrap.

Following is a list of platinum baubles that celebrities wore on the red carpet and at parties:

- **Olivia Wilde:** Platinum and diamond earrings and bracelet by Kwiat.
- **Christina Applegate:** Blackened platinum and 60-carat blue sapphire ring by Lorraine Schwartz.
- **Blake Lively:** Platinum and 20-carat diamond stud earrings, platinum and 14-carat diamond ring, platinum and diamond bracelet with rock crystals by Lorraine Schwartz.

- **Lisa Edelstein:** Platinum and diamond “Flower” ring by Fei Liu. Platinum earrings and bracelets with diamonds and pearls by Neil Lane.
- **Kristin Chenoweth:** Platinum and diamond stud earrings, and a platinum ring with a 15-carat aquamarine by Tiffany & Co.
- **Melora Hardin:** Platinum and 3-carat yellow diamond earrings, platinum and 15-carat yellow diamond bangle, and a platinum and 20-carat diamond ring by Chopard.
- **Alyson Hannigan:** Platinum and 28-carat diamond earrings, platinum and 70-carat diamond bracelet, and a platinum and 11-carat diamond ring by Chopard.
- **Tina Fey:** Platinum and diamond earrings with onyx, and a platinum bangle by Fred Leighton.
- **Jessica Lange:** Platinum and diamond bracelet by Kwiat.
- **Mariska Hargitay:** Platinum and diamond ring by Fred Leighton.
- **Marcia Gay Harden:** Platinum earrings with pink diamonds by Fred Leighton.
- **Toni Collette:** Platinum bracelet with diamonds and jade by Fred Leighton.
- **Maria Menounos:** Platinum and diamond drop earrings, platinum and 24-carat diamond bracelet, and a platinum and 10-carat ring by Chopard.
- **Chandra Wilson:** Platinum and 37-carat diamond pendant, platinum and 12-carat diamond earrings, and a platinum and 11-carat diamond ring by Chopard.
- **AnnaLynne McCord:** Platinum “Shibuki” necklace by Yuka Kobayashi for Kuwayama from Japan.
- **Julia Louis-Dreyfus:** Platinum and diamond chandelier earrings and a ring by Neil Lane.
- **January Jones:** Platinum and diamond earrings and bracelet by Neil Lane.
- **Alicia Witt:** Platinum and diamond earrings and bracelets with onyx by Neil Lane.
- **Patricia Arquette:** Platinum and diamond earrings, ring and bracelet by Neil Lane.
- **Karina Smirnoff:** Platinum and diamond earrings, necklace and ring by Erica Courtney.
- **Kathy Griffin:** Platinum and diamond bracelet, earrings and ring by Neil Lane.
- **Glenn Close:** Platinum and diamond earrings by Fred Leighton.
- **Sharon Lawrence:** Platinum and diamond earrings with a light aqua pear drop, platinum and diamond bar bracelet, and platinum and diamond cocktail ring with a moonstone by Erica Courtney.
- **Kate Flannery:** Platinum and diamond stud earrings with jasmine drops, and platinum and diamond four strand pearl bracelet by Erica Courtney. Platinum and diamond brooch by Platt Boutique Jewelry. Platinum and diamond bracelet by Neil Lane.
- **Nia Vardalos:** Platinum bangles and earrings by Neil Lane.
- **Shar Jackson:** Platinum and diamond bracelet and earrings by Chad Allison.
- **Kate Linder:** Platinum and diamond earrings by Gem Platinum. Platinum and diamond necklace and bracelets by Herco.
- **Kristen Quintrall:** Platinum and diamond earrings by Erica Courtney. Platinum and diamond bracelet by Jacob & Co.
- **Kristy Flores:** Platinum and diamond earrings and bracelet by Chad Allison.
- **Phyllis Smith:** Platinum and diamond bracelet by Gem Platinum. Platinum and diamond chandelier earrings by Jacob & Co.
- **Lorna Scott:** Platinum bangle by Jacob & Co.
- **Mary Hart:** Multiple platinum and diamond bracelets by Chad Allison.
- **Nancy O’Dell:** Platinum bracelet, earrings, necklace and pendant by Neil Lane.
- **Nene Leakes:** Platinum and diamond earrings by Jacob & Co. Platinum bracelet with black and white diamonds, and a ring by Neil Lane.
- **Chris Harrison:** Platinum Rolex watch with diamonds and mother of pearl dial by Dina Collection. Platinum cufflinks by Neil Lane.
- **John Krasinski:** Platinum and diamond cufflinks by Neil Lane.
- **Seth Green:** Platinum and diamond tie accent by CliQ. Platinum and diamond cufflinks by Platinum Guild International.
- **Rex Lee:** Platinum cufflinks and shirt studs set with diamonds and sapphires by Jacob & Co.

- Leslie David Baker: Platinum shirt studs and cufflinks set by Jacob & Co. Platinum and diamond lapel pin by The Singer Collection.
- **Nick Verreos:** Platinum and diamond brooch by The Singer Collection.
- **Clare Johnson:** Platinum earrings with black diamonds by Neil Lane.
- **Nikki Boyer:** Platinum and diamond earrings by Jacob & Co.
- **Ashlan Gorse:** Platinum and diamond wide flower earrings with moonstone fringe drops, platinum and diamond cocktail ring with aquamarine, and platinum and diamond bar bracelet by Erica Courtney.
- **Lauren Sanchez:** Platinum and diamond stud earrings and ring by Neil Lane.
- **Lara Spencer:** Platinum cuff, ring and earrings by Neil Lane.
- **Cat Deeley:** Platinum and diamond bracelet, earrings and ring by Neil Lane.
- **Sheetal Sheth:** Platinum and diamond earrings by Jacob & Co. Platinum and diamond bracelets by Chad Allison.
- **Casey Kriley:** Platinum and diamond drop earrings by Beaudry. Platinum and tourmaline pendant by Erica Courtney.
- **Jane Lipsitz:** Platinum and diamond earrings with blue topaz by Chad Allison.
- **Billy Bush:** Platinum cufflinks by Beaudry.
- **Daphne Brogdon:** Platinum and diamond earrings by Sasha Primak. Platinum and diamond bracelet by Beaudry.
- **Angela Bromstad:** Platinum and diamond bracelet by Diamond in the Rough. Platinum and diamond earrings by Neil Lane.
- **Renate Radford:** Platinum and white topaz earrings by Neil Lane.

Platinum is prized for its Pure, Rare and Eternal qualities:

PURE: Platinum's high level of purity (generally 90%-95% pure) endows it with both a natural white luster, allowing the true radiance of a diamond or gemstone to shine; and hypoallergenic qualities that prove ideal for sensitive skin.

Only the purest platinum jewelry will bear a stamp reading "PLATINUM", "PLAT", "Pt 950", or "Pt 900", signifying the jewelry is 90% to 95% pure platinum.

RARE: Platinum is 30 times more rare than gold.

ETERNAL: Platinum will hold a diamond or gemstone securely, now and for always.

About Platinum Guild International USA

Platinum Guild International, the marketing arm for the worldwide Platinum jewelry industry, is dedicated to promoting Platinum and its, pure, rare and eternal qualities to the consumer and the jewelry trade. PGI has offices in each of the world's major jewelry markets, providing information, assistance and education on all aspects of Platinum jewelry.

For more information on platinum jewelry, please visit www.preciousplatinum.com

###