



PHOTO AVAILABLE: Emitations on The Howard Stern Show on Sirius Satellite Radio

Replica engagement ring of Stern's fiancée, Beth O, featured.

For Immediate Release

SAN DIEGO/EWORLDWIRE/June 21, 2007 --- Emitations' interpretation of Beth Ostrosky's engagement ring was promoted on The Howard Stern Show on Sirius Satellite Radio. Howard 100 News reporter, Lisa G., reported on Emitations' ring- a CZ interpretation of the ring that Howard Stern designed for his fiancée Beth O. The Howard Stern engagement ring caused quite a stir.

Lisa G. revealed Emitations' ring to Howard and his typically cynical crew to an overwhelmingly enthusiastic response. Sidekick Robin Quivers exclaimed, "Wow, it looks good doesn't it?" The typically unflappable shock-jock declared, "Wow - I'm very shocked! I have to get one of these; I want to show it to Beth." Stern quickly reverted to his calmer demeanor stating, "You know, for \$39 it ain't that bad. I want full credit." Since Stern is reported to have paid well over a hundred thousand dollars for Beth's diamond engagement ring, \$39 for the CZ imitation ring is a steal.

Howard wondered aloud who exactly would buy a fake engagement ring. To everyone's surprise, every-man comedian Artie Lange jumped into the conversation: "Ya' know, a lot of hot broads wear fake engagement rings so they don't get hit on at work." Lisa G. also added that Emitations' ring is a good choice for women who "have real big diamonds and want to walk around New York and feel safe."

While this is the first time Emitations.com has appeared on the Howard Stern Show, samples have appeared in many national publications and have been featured on programs such as The View and The Today Show. With a high media presence they have become the jewelry experts in achieving red carpet looks: "Our customers know that if they have seen a piece of jewelry worn on the red carpet by their favorite Hollywood celebrity, they are most likely going to find an affordable interpretation of it at Emitations," CEO Au-Co Mai says. By using cubic zirconia and sterling silver in place of diamonds and platinum, Emitations makes it possible for anyone to own a piece of stardom.

ABOUT EMITATIONS.COM

Emitations.com is an online jewelry retailer dedicated to providing customers with the latest trends in runway and celebrity jewelry at affordable prices with exceptional customer service. Extensive research is done on the latest fashion from New York to Los Angeles, making Emitations.com the industry's online retailing authority of the hottest, celebrity trends in jewelry and accessories. The company's merchandise has appeared on The View, The Today Show and in Glamour and People magazine.

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SOURCE: emitations.com

AVAILABLE MEDIA: Photo: Emissions' Replica Howard Stern Engagement Ring (size: 144.0 k)
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