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She Beads Chosen as Jewelry Item for 2007 American Music Awards®

Business grows from “one woman show” to the “big show”; features hand made jewelry with focus on style, philanthropy

(Los Angeles, CA) April 22, 2008– It started with making beads for Michael Jordan. Next celebrities ranging from Beyonce to Josh Groban could be wearing She Beads ®.

Founded in Chicago by Sandy Rueve in 1993, She Beads hand-rolled bead jewelry has been chosen as a featured jewelry item for the internationally televised American Music Awards set to air on November 18th from Hollywood. Already in high-end boutiques, She Beads is now positioned to be the hot new item among celebrities.

What began as a creative outlet and way to help make ends meet has grown to over 30 employees, a 4000 square foot production facility and over 135 retail partners. “I was a stay-at-home mom of two but like many women, circumstances dictated that I work” says Sandy. “One of the three jobs I juggled was as the x-ray technician for the Chicago Bulls. I’d been making jewelry for a while and would work on pieces during games. One night Michael Jordan saw my jewelry and asked if I could make beads for him...the rest is history.”

"I call my jewelry She Beads®, because it's what they are and what I do," continues Sandy. "Every bead is rolled and strung by hand in our Chicago production studio. Our customers appreciate the artistry and work that goes into every piece. With demand growing, we just can't seem to roll beads fast enough!"

Sandy also shows her commitment to philanthropic efforts via The Charity Bead Collection™ whereby special beads are created in recognition of various causes and a portion of sales are donated to their respective charities. "Our purpose is not just to donate money, but to highlight and support issues important to our community."

"We're excited to be part of the American Music Awards and share our jewelry with an even wider audience. I'd love to create personalized pieces for all of the stars!" concludes Sandy. "The success of She Beads comes from our personal relationships with our customers and providing products that are as distinctive as the customers who love them. The American Music Awards gives us the opportunity to share our wonderful jewelry with many new friends."

For more information, visit www.sbstore.com