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**She Beads® Chosen as a featured gift for the 2008 MusiCares®
Person Of The Year Tribute honoring Aretha Franklin**

She Beads® hand made jewelry with focus on style, philanthropy, gaining momentum with celebrities

(Los Angeles, CA) April 29, 2008 – It began as a one-woman show. She Beads® now boasts distribution at high-end boutiques nationwide and participation in their 2nd major awards event within the last 3 months.

Founded by Sandy Rueve, Chicago-based, **She Beads®** hand-rolled bead jewelry has been chosen for the **2008 MusiCares® Person Of The Year Tribute** gift boutique. Celebrities and artists performing at the tribute concert will choose their own gift items and Sandy is excited that She Beads® is among the items being featured. “We’re excited to help honor Aretha Franklin and to share our wonderful jewelry with many new friends.” says Sandy. The 2008 MusiCares “Person Of The Year” Tribute is chaired by Clive Davis, Berry Gordy and The Recording Academy®’s 50th Celebration Ambassador Quincy Jones. Event proceeds go to MusiCares®, an official GRAMMY® charity created to help ensure that music people have a place to turn in times of financial, medical and personal need.

Beginning in 1992 as a creative outlet and way to help make ends meet, **She Beads®** now boasts over 30 employees, a 4000 square foot production facility and over 143 retail partners. Says Sandy; “I had two small kids at home and was a part time X-ray technician for the Chicago Bulls. In between X-rays I made jewelry. One night Michael Jordan saw my beads and asked if I could make some for him...the rest is history.”

Upcoming – catch Sandy “on the road” at trunk shows in N.Y., N.C., FL, OH, & TN. **New** - Valentines’ Day inspired She Beads® jewelry designed in classic black & white with Bali sterling and Swarovski, see it at www.sbstore.com.

Established in 1989 by The Recording Academy, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares’ services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit www.musicares.com.