



AMERICAN GEM TRADE ASSOCIATION

PRESS RELEASE

Contact: Adam Graham
800-972-1162

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AGTA Adds Color to America's Got Talent

September 17, 2010 – Dallas, TX: The American Gem Trade Association (AGTA) provided bold, colored gemstone jewelry from its Members to NBC's *America's Got Talent* for the final four broadcasts. *America's Got Talent* was the #1 ranked show over the last two weeks, including 9.5 million viewers for the finale. Judges Sharon Osborne and Howie Mandel, along with guest performer Sarah Brightman, all wore jewelry from AGTA Members.

"It was a great experience for us to work with people who truly appreciate great colored gemstone jewelry," states Douglas K. Hucker, AGTA CEO. "Sharon Osborne, in particular, loves to differentiate herself by wearing glamorous, classical jewelry that makes a statement and our Members came through with many incredible options for her to choose from."

On Tuesday, September 7th, Sharon wore an incredible pair of trillion shaped black diamond drop earrings that featured a matching pair of black diamonds of approximately 25 carats each by AGTA Member Dena Kemp. The following night she wore a beautiful sapphire suite, with a stunning sapphire and diamond necklace, from AGTA Member Kazanjian Bros.

"This kind of opportunity for added exposure for my jewelry is a key reason that I joined AGTA," says designer Dena Kemp. "I love designing jewelry with colored gemstones and AGTA is always working to promote color, so I am proud to be an AGTA Member in support of all that they do."

On Tuesday, September 14th, Sharon wore bold emerald bead earrings with over 125 carats of emeralds and two emerald rings, also from Kazanjian Bros. Also that night, Howie Mandel joined the AGTA bandwagon by wearing black & white diamond cufflinks by AGTA Member Stuller. On the final show, Sharon chose an incredibly elegant black diamond suite from Dena Kemp to accent her light grey gown. Guest performer Sarah Brightman, a world renowned soprano, wore a black and green diamond necklace from Kazanjian Bros. as she performed a duet with runner-up Jackie Evancho.

"We appreciate AGTA's proactive role in supporting Members like Kazanjian Bros in providing access to the media and the entertainment industry," states Michael Kazanjian, Chairman of Kazanjian Bros. "We were very pleased in their recent efforts with *America's Got Talent* that resulted in our emerald, sapphire and black diamond jewelry being worn by Sharon Osborne and Sarah Brightman."

AGTA has made a strong commitment this year to create more exposure for colored gemstone and cultured pearl jewelry by working with stylists at red carpet events, media events and in television and movies.



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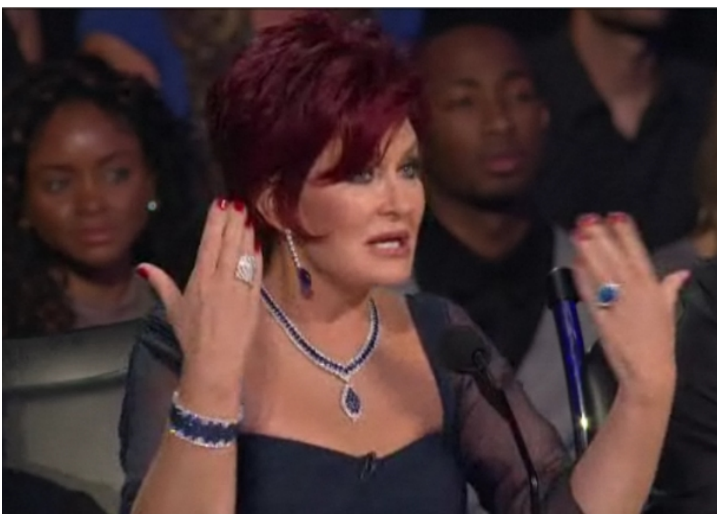
“We’ve seen a real increase in demand for colored gemstone and pearl jewelry this year and we have proactively worked with our Members to ensure we have beautiful jewelry to choose from when opportunities arise,” says Adam Graham, AGTA Marketing Manager. “We had red carpet placements at both the Academy Awards™ and Primetime Emmy Awards, a great selection of pieces this summer in a Warner Bros. movie starring Julianne Moore, and supplied a number of pieces for magazine shoots, including two *Brides* magazine covers this summer.”

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The AGTA is an Association of natural colored gemstone and cultured pearl industry professionals, dedicated to promoting the natural colored gemstone trade. The Association pursues this mission through the combined use of educational programs, industry events and publicity to both the trade and consumer. We are The Authority in Color.



Sharon Osborne wearing black diamond earrings and ring by AGTA Member Dena Kemp. Image courtesy of NBC/Marathon Productions.



Sharon Osborne wearing sapphire & diamond jewelry from AGTA Member Kazanjian Bros. Image courtesy of NBC/Marathon Productions.

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Howie Mandel wore black & white diamond cufflinks from AGTA Member Stuller. Image courtesy of NBC/Marathon Productions.



Sarah Brightman wearing black & green diamond necklace from AGTA Member Kazanjian Bros. Image courtesy of NBC/Marathon Productions.

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Sharon wearing emeralds from Kazanjian Bros. Image courtesy of NBC/Marathon Productions.



Sharon in black diamonds from Dena Kemp. Image courtesy of NBC/Marathon Productions.