

FOR IMMEDIATE RELEASE

Brighton Designs New Jewelry Collection to Empower Women

Kazuri Bead Collection Helps Kenyan Women, Funds Clean Water Projects

LOS ANGELES (June 2008) – Brighton Collectibles is continuing its tradition of creating jewelry to support organizations that empower women by introducing a limited- edition necklace, bracelet and earrings featuring Kazuri Beads that are hand-made by women in Kenya, Africa.

Between June 27 and July 27, 2008, Brighton Collectibles stores across the nation will be selling the jewelry collection created by Brighton's team of in-house designers using beads made by Kazuri, Ltd. The organization was started by an Englishwoman, Lady Susan Wood, to improve the lives of women and their families in Kenya. Kazuri produces one-of-a-kind, hand-painted ceramic beads, and employs over 250 local, disadvantaged women, offering them fair wages in an area of high unemployment.

Proceeds from the sale of the Kazuri Bead collection will fund another important need in Africa: clean water. Brighton will donate \$15.00 from the sale of every \$69 Kazuri Bead necklace to Charity:Water and other non-profit organizations dedicated to providing clean water and basic sanitation to impoverished communities around the world. In addition, \$10.00 from every \$50 Kazuri Bead bracelet and \$5.00 from every \$36 Kazuri Bead earrings will fund clean water projects.

Clean water is something most of us take for granted, we simply turn on the tap and water comes out, clean. Yet more than 1.1 billion people on the planet --- one out of every six --- do not have access to this most basic human need. Unsafe water and lack of basic sanitation cause 80 percent of all sickness and disease, and kill more people every year than all forms of violence, including war. Each of us can start by helping one person, and together we can help thousands.

To raise awareness and additional funds for this important cause, all 125 Brighton Collectibles stores will also be selling bottles of Brighton water for \$20 and water awareness wrist bands for \$5 throughout the month of July. *A full 100 percent* of the proceeds from the sale of those items will go to support Charity:Water's efforts to build freshwater wells in villages where they are most needed.

For more information on Charity:Water, visit www.charitywater.org/brighton To learn more about Kazuri beads, visit www.kazuribeadsusa.com

Brighton has already made a difference in the lives of Kenyan women by purchasing more than 160,000 Kazuri beads to produce the limited-edition jewelry collection. The impact will be multiplied as proceeds are donated to provide clean drinking water in Kenya.

The Kazuri Bead collection is one of several jewelry collections that Brighton has designed in recent years to benefit women. The sales of specially designed jewelry has enabled to the company to raise more than \$2.3 million for breast cancer research and more than \$1 million to fund research on women's heart disease.

Known for excellent quality and a broad-ranging assortment of finely crafted accessories, Brighton also produces handbags, belts, footwear, small leather essentials, eyewear, luggage, fragrances, and gifts. Visit www.brighton.com to see the entire product line.

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