



For Immediate Release

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**JEWELS AND PINSTRIPES GIFT BAGS SCORE BIG WITH VIPS AT
THE INDIANAPOLIS 500®**

*Patrick Dempsey, Peyton Manning, Ashley Judd, Kid Rock and Many Others Receive
Luxurious Goody Bag Filled With Amazing Gifts*

INDIANAPOLIS, IN – May 23, 2007 – Jewel and Pinstripes, one of the nation's premier gift bag companies, dedicated to raising money for charitable causes, announced today the contents of its VIP gift bag for the Indianapolis 500, the largest sporting event in the world, which takes place on May 27th.

The bag, valued at approximately \$4,000, is filled with a wonderful assortment of exceptional gifts including international and domestic trips, electronics, jewelry, apparel, sweets and more. Many of the items in the bag are gift certificates which the lucky recipients have the option to redeem. The gift bag also contains an assortment of Indianapolis 500® memorabilia such as commemorative wine, hats, programs and a DVD.

Jewels and Pinstripes created approximately fifty bags for the event. Celebrities expected to receive this year's gift bag include Patrick Dempsey who is driving the pace car, Peyton Manning, Ashley Judd, Kid Rock, Ludacris, Jesse Metcalfe, Gene Simmons, David Letterman, Ellen Pompeo, Apolo Anton Ohno and many others.

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PINSTRIPES
CELEBRITY & VIP GIFT BAGS FOR
CHARITY AND HIGH PROFILE EVENTS

“We are extremely honored and proud to be associated with such an esteemed event,” said Julie Kenney, founder and president of Jewels and Pinstripes. “This year’s bag has some really fun and unique gifts and that everyone is sure to love.”

This is the second consecutive year that Jewels and Pinstripes has created the gift bags for the prestigious Indianapolis 500.

Products in each of the gift bags included the following:

i-to-i Meaningful Travel two week trip to work with AIDS orphan children in Mombasa Kenya, www.meaningfultravel.com, \$1,425

Mend Style Gift Certificate for Wardrobe and Home Consultation and Logo Tee, www.mendstyle.com, \$1,215

Wicked Whoopies Individually Wrapped Round Chocolate Cakes with Fluffy Vanilla Cream Filling Gift Certificate for One Year, www.wickedwhoopies.com, \$309

In The Pink Designs Gift Certificate for Custom Photo Jewelry, A Beautiful Way to Show off that Precious Photo, www.inthepinkdesigns.com, \$290

The Rejuva Wand by Light Dimensions is the First, Clinically Proven Home Use Skin Care System to use BOTH Red and Infrared Light to Reduce the Signs of Aging, www.rejuvawand.com, \$199.99

Milichichi Designs Moneta Collection Bracelet and Gift Certificate for Necklace Made of Copper Chain and Coins, www.milichichi.com, \$170

Terra Nostra Organic Best Tasting Organic Chocolate Bars Which Include a Unique Rice Milk Bar, www.terranostrachocolate.com, \$65

J.FOLD Men’s Sport All Top Grain Leather Wallet, www.jfold.com, \$60

Emmett Cooper Haircare which includes Moisturizing Shampoo, Medium Hold Spray, Instant Detangler and Lipcure, www.emmettcooperhaircare.com, \$56

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I2 Telecom VoiceStick USB Drive, Plantronics Head Set and Gift Certificate for 30 days Unlimited Global Calling, www.i2telecom.com, \$50

Photowow Gift Certificate to Turn Your Favorite Pictures into a Big Canvas Masterpiece, www.photowow.com, \$50

TiFinity Gift Certificate for a Toothbrush that Has Bristles Made out of Titanium Alloy and the Brush will Last up to Five Years, www.tifinitytoothbrush.com, \$46.95

Don't Tread On Me® Men's Premium Clothing Brand that Embodies the American Spirit and Passion to Stand Up for What You Believe, www.dtom.com, \$45

Choclatique Assorted Luscious and Hand Decorated Heart-Shaped Chocolates in Bitter Sweet, Creamery Milk or Snowy White Chocolate, www.choclatique.com, \$30

Boatman Geller Paper Collections, Repp Tie Red/Navy and Princess flat cards, 10 cards/10 envelopes, www.boatmangeller.com, \$28

Naieme Collection Mascara infused with Rose Petals and Karatin, www.naieme.com, \$22

Indy 500 Memorabilia, www.indy500.com

500 Festival 50th Anniversary Commemorative Bottle of Wine, \$89.95

91st Running of the Indianapolis 500® Cap, \$22

Great Moments of the Indianapolis 500® DVD, \$20

Official Indianapolis 500® Souvenir Event Program, \$10

Indianapolis 500® Driver Trading Cards, \$5

As with all Jewels and Pinstripes events, an autographed gift bag with all contents included will be auctioned on www.charityfolks.com with all proceeds being donated to charity. The auction will begin on Tuesday, May 29th and money will be donated to Riley



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Hospital for Children. To date, Jewels and Pinstripes have raised more than \$185,000 for charity since its inception in 2004.

About Jewels and Pinstripes

Founded in October of 2004, Jewels and Pinstripes is a premier designer of luxury gift bags, specializing in creating VIP thank-you bags for charity benefits. Inspired by the dedication of the organizations it works with, Jewels and Pinstripes regularly donates gift bags for auction, and has raised more than \$185,000 for events that include EXTRA Awards Lounge, The Carousel of Hope, MusiCares Person of the Year Tribute during Grammy Week[®], Muhammad Ali's Celebrity Fight Night and Chris Evert's Pro-Celebrity Classic. Oprah Winfrey, Halle Berry, Matthew Perry, Faith Hill, Beyonce, Sarah Jessica Parker, Tom Hanks, P.Diddy and Clint Eastwood top the long list of lucky Jewels and Pinstripe recipients. The gift bags and the extraordinary contents regularly attract the attention of leading media outlets including *People*, *Extra*, *Us Weekly*, Entertainment Tonight, Inc.com, and FoxNews. For more information about Jewels and Pinstripes, please visit our website at www.jewelsandpinstripes.com

About The Indianapolis 500[®]

First run in 1911, the Indianapolis 500 is known as “The Greatest Spectacle in Racing.[®]” This year marks the 91st running of the Indy 500.

The 500 Festival, a not-for-profit volunteer organization, was created in 1957 to organize civic events celebrating the greatest race in the world. Over the past 49 years, the 500 Festival has grown to become one of the largest festivals in the nation. This year the 500 Festival celebrates its 50th anniversary with many special events and programs.

Last year, nearly 425,000 Hoosiers and visitors participated in festival activities throughout the month of May. Whether they were athletes running the Mini, fourth grade students participating in the Education Program, families enjoying the state's largest



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festival for kids or spectators being dazzled by one of the nation's premier parades, they were there, celebrating the legacy.