

PRESS RELEASE

For Immediate Release



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2007 USPC Poker Tournament at Trump Taj Mahal Taps AJ's Jewelry to Create Coveted Winner's Bracelet

Bracelet and Nearly \$1 Million Awarded on October 6, 2007

QUEENS, NY — AJ's Jewelry announces creating the winner's bracelet for the 2007 USPC Poker Tournament. Jordan Eddi, founder of AJ's and YouDesignWeCreate.com, designed the custom bracelet to be awarded on the final day of the tournament at Trump Taj Mahal in Atlantic City, along with a first-place prize of nearly \$1 million.

"This custom-made bracelet will mean more to a true U.S. Poker Champion than money," says Tom Gitto, Director of Poker Operations at Trump Taj Mahal. "Working with Jordan Eddi has been an awesome experience for us, as he is the best and most thorough."

Handcrafted of approximately 2.9 ounces of 14k gold and valued at more than \$7,500, the magnificent Cuban link bracelet is punctuated by 3/4-carat total weight of diamonds. The winner will have their choice of white or yellow gold.

"This is, by far, one of the highpoints of my career as a jewelry manufacturer," says Mr. Eddi, a 20-year industry veteran and poker enthusiast. "I am doing something I truly enjoy, and working with prestigious clients like the Trump Organization has been very exciting."

Mr. Eddi also created a poker bracelet for the Feather Falls Casino in California. He is currently developing a line of personalized poker and tournament jewelry for men and women, including pins, rings, pendants, necklaces, bracelets and earrings. Custom pieces are available at YouDesignWeCreate.com and at his store in Queens, NY.

About AJ's Jewelry:

Located in Queens, NY, AJ's Jewelry has been a trusted fine jewelry manufacturer and retailer for nearly 20 years. The retailer offers a broad selection of necklaces, pendants, rings, bracelets, earrings, bridal sets and more.

Jordan Eddi, a GIA-certified diamond grader with outstanding knowledge of the retail jewelry market, founded the company in 1988. During the last two decades, the business has grown from two small showcases to a modern new retail space and a growing online business, YouDesignWeCreate.com. Specialties include poker, tournament, sports, award, hip-hop, nameplate and custom pieces. Clients provide their own designs for one-of-a-kind karat gold, diamond, platinum, gemstone, sterling silver and stainless steel treasures. AJ's is a proud member of Jewelers of America (JA), the preeminent national trade association for professional retail jewelers.

About the USPC Poker Tournament at Trump Taj Mahal:

The U.S. Poker Championship is held annually in September and October at the Trump Taj Mahal Casino in Atlantic City, New Jersey. This is a popular tournament at one of the most active poker rooms in Atlantic City. The tournament, first held in 1996, draws many of the top world poker players and has been regularly covered by ESPN. The main event of the Tournament is a five-day no-limit Texas Hold 'em Championship.

****PHOTO INCLUDED. ALSO AVAILABLE IN PDF.**

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