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For Immediate Release

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***The Eyes of the World Turn to Titanic Museum
Attraction and Jewelry Television®
As The 100th Year Anniversary of RMS Titanic's
Maiden Voyage Approaches***

Knoxville, Tenn. – January 12, 2012 – Historic romance, unprecedented drama, exquisite luxury and first-class treatment were all part of the RMS Titanic's maiden voyage 100 years ago in 1912. These are also the words being used to describe the brand new, exclusive Titanic Jewelry Collection debuting on Jewelry Television® through a new partnership between the two companies.



*Dorothy Gibson - Rose Brooch
Randy Bingham Collection*

Beginning at 7 p.m. on Tuesday, Jan. 17, 2012, Titanic Museum Attraction and Jewelry Television will launch an exclusive line of high-quality jewelry, reminiscent of the kinds of pieces actually on the ship's maiden voyage 100 years ago. Each of the 20 designs in the initial collection is named in honor of actual passengers aboard the Titanic, and are available only through Jewelry Television and JTV.com. Jaynee, the Titanic Museum Attraction's First Class Maid, will host the hour-long show and share the fascinating true stories of the amazing women the jewelry collection honors.

“We know that the 100 Year Anniversary of the Titanic’s maiden voyage is going to draw unprecedented world-wide attention this year,” said Dan Chase, Vice President of Merchandising for Jewelry Television.

“This is a perfect partnership between the world’s most respected Titanic museum attraction and one of the world’s top jewelry retailers. We are so excited to have this new, exclusive line of the Titanic Jewelry Collection available to our customers.”



*Madeleine Astor - Edwardian Princess Necklace
Cedar Bay Entertainment, LLC*

This is a must-see show on Jewelry Television for anyone who is fascinated by the story of the Titanic or the fashion of that era. For four magical days, the Titanic’s elite passengers reveled in every modern luxury known at the time. Not only was it the most impressive ship of it’s time – draped in every luxury imaginable – but so were its passengers. The women of the Titanic planned for months, just to bring the right fashionable apparel aboard the luxurious ship. Along with extensive outfit planning came the accessories – large hats, mink stoles, gloves and of course the jewelry. Jewelry of that time was depictive of the Art Nouveau, Edwardian, and Victorian eras.

The story of the RMS Titanic has remained a constant focus of interest around the world for the past century. With passengers ranging from some of the most well-known and wealthiest celebrities and business leaders of the time to everyday working class men and women who invested their life savings for a third-class ticket, people from all walks of life were thrown side-by-side into one of history’s most dramatic events. The events of that voyage brought about amazing acts of heroism and self-sacrifice that still mesmerize people today.

Each item in the collection is inspired by an actual Titanic passenger. Examples include “Dorothy Gibson’s American Beauty Rose”, “Madeleine Astor’s Edwardian Princess Collection”, and “Lucy, Lady Duff Gordon’s Couture Cameo Collection”. Viewers will hear the actual stories – some for the first time ever – of each woman who inspired the jewelry designs during the Jewelry Television broadcasts, which will also be available on JTV.com.

One Century Ago

This year is the most significant milestone since the RMS Titanic – the largest movable manmade object on the face of the planet at the time – set sail in 1912, and it is a story that continues to fascinate the entire world. In April 2012, it will have been 100 years since the Titanic launched its maiden voyage and embarked with its iconic passengers on a journey of adventure and elegance. The launch of the new Titanic Jewelry Collection is just one more way we keep their stories alive by telling them to a new generation.



*Lady Duff Gordon - Couture Cameo Necklace
Cedar Bay Entertainment, LLC*

As the whole world remembers the world's most famous luxury liner, Titanic Museum Attractions will continue to open the door to the past in it's one-of-a-kind way – letting “passengers” experience what it was like to walk the hallways, parlors, cabins and Grand Staircase of the Titanic while surrounded by more than 400 artifacts directly from the ship and its passengers. As visitors touch a real iceberg, walk the Grand Staircase and third class hallways, reach their hands into 28-degree water, and try to stand on the sloping decks, they learn what it was like on the RMS Titanic by experiencing it first-hand.

Each and every day, Titanic Museum Attractions provides a gateway to 1912, where First Class Maids and a variety of Officers and crew members bring the stories of the fabled ship and its fascinating passengers to life by retelling their stories in vivid, dramatic detail. The priceless artifacts throughout the museum shed additional light on the lives of those passengers and crew members when guests see the actual belongings of those on board and artifacts that sailed on Titanic's maiden voyage.



*Lucile Carter - Nobel Heart Necklace
Craig Sopin Collection*

Since 1993, Knoxville, Tennessee-based Jewelry Television's mission has been to open the world of fine jewelry and gemstones to everyone. As the largest retailer of loose gemstones and one of the top four electronic jewelry retailers in the United States, Jewelry Television has the fine jewelry and gemstones buyers are searching for.

Anyone with access to a computer has access to Jewelry

Television 24 hours a day, seven days a week. Visit the Airing Now page to view all the items in a show, new and featured items, view the turntables, or even watch the live broadcast. The Channel Finder will tell viewers where they can watch Jewelry Television in their area.

Shopping online with Jewelry Television is easy, fast and convenient and offers many different payment options. Take advantage of BillMeLater® , PayPal, or apply for the JTV Preferred Account private label credit card. Jewelry Television also accepts Visa, Mastercard, American Express and Discover, as well as debit cards backed by those companies. Viewers can also visit www.TitanicAttraction.com for more information.

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Editors: For more information, for additional high-res photos, or to schedule interviews, please contact Rick Laney at (865) 584-0550 or (865) 441-2388