

**RICHLINE GROUP, TELEMUNDO AND BIG TENT ENTERTAINMENT ANNOUNCE  
LAUNCH OF “TODO POR UN BESO” COLLECTION  
OF TELEMUNDO-INSPIRED JEWELRY.**

**New York, NY - October 25, 2010** - Richline Group, Inc., the leading US marketer and manufacturer of fine jewelry, today announced that it has expanded its Telemundo inspired jewelry design and marketing with the latest collection from designer Udi Behr. The “Todo Por Un Beso” designs are an iconic translation of the Latin passion for life. Available in both 14K Gold and Sterling Silver, these collectibles are targeted as fine jewelry for the country’s leading retailers. Joint marketing programs by Richline with Telemundo and Big Tent, will ensure that the very best innovative jewelry designs are exposed to trend-focused consumers throughout the country.

This extensive jewelry collection, based on NBC Universal-owned Telemundo, a leading producer of content for Hispanic audiences in the U.S. and around the world, follows the successful introduction of Telemundo jewelry lines, centered on fine and costume jewelry, based on the network’s established brand, *Club de Noveleras*, as well as the highly-rated telenovelas *El Clon* and *La Reina del Sur*.

The premier of the collection, featuring Telemundo star Catherine Siachoque, will be on November 3<sup>rd</sup> at the Press and Retailer launch party to be held from 4PM to 7PM at the NBC Experience Store, 30 Rockefeller Plaza in NYC.

The initial merchandise will be unveiled at [www.telemundojewelry.com](http://www.telemundojewelry.com), and, later in 2010 via home shopping and retail channels. The Telemundo inspired jewelry is another example of the network’s continued strategy to establish itself as the premier lifestyle brand for the U.S. Hispanic market, providing a guarantee of quality, trust, cultural relevance and distinctiveness in all its products.

“Love is a central theme coursing through all telenovelas, and this jewelry line captures the essence of the romance and passion that are so closely identified with the novela genre and brings it to life,” said Susan Solano Vila, Executive Vice President, Marketing, Telemundo. “The launch of this beautiful line allows our audience to wear a little piece of Telemundo, bringing the stars and top-rated novelas that they have come to love watching each night directly into their lives.”

"We are truly excited about partnering with Richline and Udi Behr on this beautiful line of jewelry," said Kim Niemi, Senior Vice President NBC Universal Television Consumer Products Group. "The quality, design and statement of love and romance through 'todo por un beso' is a wonderful compliment to our Telemundo Jewelry offerings for everyone

“This fashionable addition, to the compilation of fine jewelry, is the new star of our collective efforts” said Rich Collins, CEO, Big Tent Entertainment. “With Udi Behr again leading the design effort, we are confident of consumer recognition and success.”

Ramona Genao, Richline Group Executive Vice President, said “we see Telemundo as the leading lifestyle brand catering to the ever-growing Hispanic community, and we believe that Richline has created a beautiful jewelry line which we feel truly reflects that brand and programming”.

**About The Richline Group, Inc.**

The Richline Group, Inc., a wholly-owned subsidiary of Berkshire Hathaway Inc., is the USA’s foremost Fine Jewelry Manufacturer and Marketer. The Richline Group was formed in 2007, initially consisting of the combined operations of Bel-Oro International and Aurafin LLC. Currently, the major brands comprising Richline’s portfolio are Andin, Alarama, Aurafin, Auragem, Bel-Oro, Michael Anthony, Sardelli, Tru-Kay/Barrows and Gold Expressions.

### **About Telemundo**

Telemundo Communications Group ("Telemundo"), a division of NBC Universal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include Telemundo, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events reaching 93% of U.S. Hispanic viewers in 210 markets through its 15 owned-and-operated stations, 45 broadcast affiliates, and 800 cable affiliates; mun2, the preeminent voice for bicultural Hispanics in the U.S. reaching over 30 million U.S. TV households nationwide on digital and analog cable, satellite and free television; Telemundo Digital Media, which leverages Telemundo's original content for distribution across digital and emerging platforms including mobile devices and [www.telemundo.com](http://www.telemundo.com) and [www.holamun2.com](http://www.holamun2.com) ; and Telemundo Internacional, the company's international distribution arm which has positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

### **About Big Tent Entertainment, LLC**

Big Tent Entertainment, LLC ([www.bigtent.tv](http://www.bigtent.tv)) is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. Big Tent currently serves as the worldwide (ex Asia) marketing and licensing company for fashion and viral sensation *Domo* as well as the North American agency of record for a number of properties including: *Discovery Kids*, the leader in educational content for children; *Telemundo*, a leading producer of high-quality content for Hispanics in the U.S. and audiences around the world; *TOKYOPOP*, the world-renowned manga publisher and global pop culture brand; *Crusty Demons*, the masters of freestyle motocross; *Purple Ronnie*, one of the U.K.'s most successful social expression brands; and *PixFusion*, a global leader in personalization products.

### **About Udi Behr and Love Peace and Hope**

Glamorous, spiritual, luxurious and emotional - the jewelry lines from Udi Behr encompass all of these sentiments. In addition to the original Love Peace and Hope collections, Behr has forged bestselling jewelry collections with Showtime for their series *The L Word* and *Dexter*, with HBO for *True Blood*, as well as with the band Queen for the *Love – Made in Heaven, The Freddy Mercury Collection*. Talented and progressive, Behr and his designs have won acclaim in *The New York Times* and *People* magazine and his collections have been showcased in leading retail outlets including Saks Fifth Avenue.

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