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**CHRISTIE'S TO SHOWCASE ONE-OF-A-KIND JEWELS
SPECIALLY DESIGNED BY DAME ELIZABETH TAYLOR**

New York and West Hollywood, CA – May 25, 2006 – Christie's, Dame Elizabeth Taylor and House of Taylor Jewelry, Inc. (NASDAQ: HOTJ) today announced that selected jewels designed by the legendary icon would be offered at auction by Christie's in New York, Hong Kong and Geneva. The specially designed jewels will be provided to Christie's exclusively through House of Taylor Jewelry.

"We are honored to partner in this important endeavor with one of the most adored artists, humanitarians and now certainly designers of our time," said Stephen Lash, Chairman, Christie's. "This marks a fantastic continuation of our many years of working with this legend, having teamed with her in historic fund-raising auctions in support of her work through amfAR and the Elizabeth Taylor AIDS Foundation to promote the research and treatment of HIV/AIDS, as well her own purchases of great jewelry pieces. Her knowledge of jewels stems in large part from her pre-eminence and aesthetic taste as perhaps the world's greatest private collector of great jewelry."

The first exclusive and unique creations to be sold directly by Christie's will be featured in their October 11th *Magnificent Jewels* auction in New York.

Dame Elizabeth conveyed her personal excitement about creating special pieces for the world's leading auction house, stating, "Until the launch of House of Taylor Jewelry, many people didn't know how much I love to design pieces that I wear and for people that I love. I've never thought of the jewels in my collection as trophies. I don't believe I own any of them or the designs I create that become jewelry. Like the pieces in my personal collection I am their custodian ... here to enjoy them, give them love and to share them.

"As they go off to auction at Christie's, I hope whoever buys them gives them a really good home. My relationship with Christie's began many years ago. My love affair with Christie's came about with the launch of my book, 'My Love Affair With Jewelry,' with a wonderful introduction by François Curiel, Christie's worldwide head of jewelry. This magnificent auction house did such a beautiful job of displaying my personal collection and celebrating my passion for beautiful jewels that they eclipsed the possibility of my ever

designing for any competitor.

“Stephen Lash and the extraordinary team at Christie’s have been quietly generous and greatly supportive of my work for people with HIV/AIDS. They make loving, ongoing contributions to my foundation and brought tremendous energy to the launch of my book.

“Designing for their auctions is another chapter in the story of our relationship. Something wonderful is about to happen.”

Dame Elizabeth also expresses her passion for jewelry as the majority shareholder and the creative genius who inspired House of Taylor Jewelry, Inc., an international jewelry company serving fine jewelry retailers worldwide.

Jack Abramov, president and chief executive officer of House of Taylor Jewelry, said, “The strategic alliance between Dame Elizabeth Taylor and Christie’s underscores the global appeal and the magnificent quality of our House of Taylor Jewelry collection. It is a strong testament to our company’s marketability and demonstrates the soundness of our corporate growth strategies.”

About Christie’s

Christie’s is the world’s leading auction house, a name and place that speaks of extraordinary art, unparalleled service, and international glamour. Founded in 1766 by James Christie, Christie’s conducted the greatest auctions of the 18th and 19th centuries, and today remains a popular showcase for the unique and the beautiful. Christie’s offers nearly 1,000 sales annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, cars and more. Prices range from \$200 to over \$20 million. Christie’s has 90 offices in 30 countries and 16 salerooms around the world including in London, New York, Los Angeles, Paris, Geneva, Milan, Amsterdam, Tel Aviv and Hong Kong. Most recently, Christie’s has led the market with expanded initiatives in emerging markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai. In 2005 Christie’s annual global sales increased +38% to \$3.2 billion, the highest total in company history and propelling the auction house into global market leadership.

For more information visit Christie’s on the Web at www.christies.com.

About Dame Elizabeth Taylor

Elizabeth Taylor is the star of more than fifty-five films, among them *National Velvet*, *A Place in the Sun*, *Cat on a Hot Tin Roof*, *Butterfield 8*, *Who’s Afraid of Virginia Woolf?*, and *Cleopatra*. For nearly two decades, she has been

a leader in HIV/AIDS activism, including her founding role in the American Foundation for AIDS Research (amfAR) and establishment of The Elizabeth Taylor AIDS Foundation (ETAF). In 2005, she established the Elizabeth Taylor Endowment Fund at University of California, Los Angeles (UCLA).

She has also been an extraordinarily successful businesswoman with her bestselling line of fragrances. The recipient of numerous honors and awards, she was made a Dame of the British Empire in the year 2000. In 1987, France bestowed upon her its most prestigious award, the Legion d'Honneur, and in 2001 President Clinton recognized her with the Presidential Citizen's Medal. In 2002, Miss Taylor received a Kennedy Center Honor for an extraordinary lifetime of contributions to American culture through the performing arts. She has won two Academy Awards for Best Actress, and in 1993 she received the Jean Hersholt Humanitarian Award from the Academy of Motion Picture Arts and Sciences for her work on behalf of AIDS. She also received the BAFTA Fellowship from the British Academy of Film and Television Arts, as well as the Lifetime Achievement award from the American Film Institute. She received the Britannia Award for Artistic Excellence in International Entertainment from the British Academy of Film and Television Arts Fellowship in 2005. Dame Elizabeth is the majority shareholder of House of Taylor Jewelry, Inc., an international jewelry company which began trading on NASDAQ on March 1, 2006 under the ticker symbol "HOTJ."

Elizabeth Taylor lives in Bel Air, California. She has four children, ten grandchildren, and three great-grandchildren.

About House of Taylor Jewelry, Inc.

House of Taylor Jewelry is a Los Angeles-based international jewelry company whose principal shareholders include entities owned by Dame Elizabeth Taylor and Kathy Ireland, along with members of the Abramov family. It serves fine jewelry retailers worldwide with diverse jewelry collections marketed under the brands Elizabeth®, House of Taylor Jewelry®, and Kathy Ireland Jewelry® Exclusively for House of Taylor Jewelry. More information on the company can be found at www.hotj.com.

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