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“Great Taste” to feature Bellataire Diamonds

February 21, 2007, Deerfield Beach, FL – New Line Media Solutions is pleased to announce the selection of *Bellataire Diamonds* for its innovative, educational television series, **Great Taste**. The segment “Hidden Gems” will be featured as part of our Luxury Collection Series. It will air on the Style Network and Travel Channel nationally, and on regional cable stations as well.

Bellataire is headquartered in New York and offers its rare and resplendent diamonds and jewelry in select retailers around the globe.

“The Bellataire diamond is nature’s rarest Hidden Gem” says David Hill, Vice President of Bellataire. “Bellataire”, which means ‘beauty from the earth’ are extremely rare, ultra-pure, natural diamonds that have been restored to their intrinsic beauty using the cutting-edge high-pressure, high-temperature technology invented by Lazare Kaplan and General Electric. These stones are hand-cut by Lazare Kaplan’s master cutters for maximum scintillation and beauty and are accompanied by a certified grading report from the Gemological Institute of America (GIA).”

Bellataire diamonds are of the highest colors and highest clarities in the diamond world with a large profile of the inventory in the highly coveted D-IF category (D meaning Colorless and IF meaning Internally Flawless). “These rare, nitrogen-free Type IIA diamonds represent less than 1% of the world’s mined diamonds making them the rarest of all diamonds added Dave Bennett, President & CEO. It is this rarity of selection that makes Bellataire diamonds the luxury of luxuries in the diamond world.

The rare and beautiful Bellataire diamonds are available in all shapes and sizes. starting from 0.1/2 carats all the way up to >50 carats.

When the time comes to purchase a diamond for a loved one, these rare, beautiful diamonds are available to you at select retailers around the country. For more information, please call 1-877-BELLATAIRE or visit their website at www.bellataire.com.