

Five Sparrows, LLC Provides New Web Site and Marketing Services for Pulse Jewelry, LLC

HARTLAND, MICHIGAN, November 28, 2005— Five Sparrows, LLC today announced the launch of a new e-commerce web site www.pulsejewelry.com, a new designer jewelry company specializing in original, unique art jewelry pieces that also helps raise money to fund ovarian cancer research.

Pulse Jewelry, LLC, was created by Kellie Main Foret, a local jewelry artist battling ovarian cancer since early 2004. She started making custom jewelry pieces last fall in order to raise money to buy her kids Christmas presents. The surprising twist was that her work was so unique and beautiful that it started gaining attention from local galleries and boutiques through out the Detroit metro area. Soon, she was expanding her designs and original pieces until she had created a unique collection of original art jewelry pieces, all growing from her signature piece, "Tree of Life."

"I designed the Tree of Life piece while I was going through chemotherapy for ovarian cancer," said Foret. "To me, this piece represents all the roads we travel and how these journeys make each of us unique. I have so much to be thankful for. My Tree of Life continues to grow, and I hope my work adds something to other women's lives that reassures them that they are unique and that everyday is special."

The site was designed and created by Five Sparrows, LLC, a web site and marketing services firm that primarily works with small businesses, start-ups, and non-profits. Five Sparrows specializes in helping its clients use the Internet in combination with other traditional marketing methods to increase media presence and exposure while keeping overall marketing costs down.

"Not only is Kellie busy creating her beautiful art jewelry pieces, she also has been working hard to learn the technology side of her business so she can update information, add products, and use online shipping on her e-commerce web site," said Lauren Hobson, President of Five Sparrows. "We are very proud to have been a part of getting www.pulsejewelry.com up and running, and also helping Kellie learn the technology side of things so she can be completely independent in running her online business."

About Pulse Jewelry, LLC.

Pulse Jewelry, LLC, is well-known for its signature "Tree of Life" earring design. Pulse Jewelry, LLC provides original, premium quality, one-of-a-kind jewelry pieces, with proceeds from some pieces going toward ovarian cancer research. Orders are shipped within 24 hours with free shipping. Each piece (set, necklace, or earrings) will arrive at your home in its own unique pillow packaging. Pulse Jewelry is located in Dearborn Michigan. For more information call 313.318.8047 or visit www.pulsejewelry.com.

About Five Sparrows, LLC

Five Sparrows specializes in web sites and marketing services for small businesses, and also provides marketing consulting, web hosting, complete search engine optimization, and content management systems. Five Sparrows also provides graphic design and traditional advertising and marketing collateral including brochures, newsletters, data sheets, and promotional products. Five Sparrows is located in Hartland, Michigan. For more information, call 810.923.1874 or visit <http://www.fivesparrows.com>

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