

THE LOVING HEART COLLECTION™

GIFTS FOR...

- HIM
- HER
- COUPLES

BRIDES' BOUTIQUE

OCCASIONS

THE COLLECTIONS

VERSES



Happenings

Press Releases

Happenings

The Pocket Heart™ selected "Great Gift for A Man"

The Jewelry Information Center of New York selected the Pocket Heart™ as one of its "Great Gifts for a Man" for Fathers Day- 2006". JIC media liaison, Helena Krodel and Amanda Berg Gizzi broadcasted Great Fathers Day Gift Ideas in over fourteen news markets across the United States. See Television segment.

The Jewelry Information Center (JIC) is the public relations arm for the entire fine jewelry and watch industry. A New York City based, nonprofit trade association funded by its members (over 2,000 manufacturers, designers, and retailers of fine jewelry and watches as well as other trade associations), the JIC is an objective authority on fine jewelry and watches.

Summer 2006 Newest Designs Include Sweet Gifts for New Mothers
For several years, Jean Schnaak has given a unique baby gift for close friends expecting the arrival of their baby. Based on the many spontaneous dandelion and wild violet bouquets presented to Jean by her own children, Jean always desired a special little vase for those...petaled treasures. Jean's solution is a special little vase designated solely to receive mini bouquets of love - *The Petaled Treasures Vases*. Petaled Treasure Vases with pink or blue ribbons along with a verse written by Jean debut in the Summer 2006 Loving Heart Collection.

Spring 2006 Newest Designs

In time for Valentines Day 2006, Jean Schnaak introduced The Pocket Heart™ - a truly sterling silver heart keepsake. This physical expression of love is a solid gift from the heart. The Pocket Heart™ mingles well with coins in a pocket or inside a favorite purse. Also new this season is the 14K Heart of Gold Necklace, and the Heart On Red Leather and Loving Heart Slide Heart Pendant/Necklace in sterling silver. View these items by clicking here.

QVC Debut - July 22, 2005

Selected by QVC during their Decade of Discoveries Tour, the Loving Heart Pin™ was introduced by Jean Schnaak to QVC viewers live from St. Louis this summer. The broadcast was a great success! To "tune in" to this exciting event click here!

The Loving Heart Pin™ selected "Hottest Gift for the Holidays"

The Jewelry Information Center of New York selected the Loving Heart Pin™ as one of its "Hottest Gifts for the Holidays" in the designer jewelry and watch industry. JIC media liasons, Helena Krodel and Amanda Berg Gizzi will be presenting the "Hottest Gifts for the Holidays" on ABC TV affiliate stations in Connecticut (WTNH Channel 8) and Chicago (ABC27Channel) during December.

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Holiday Trunk Show

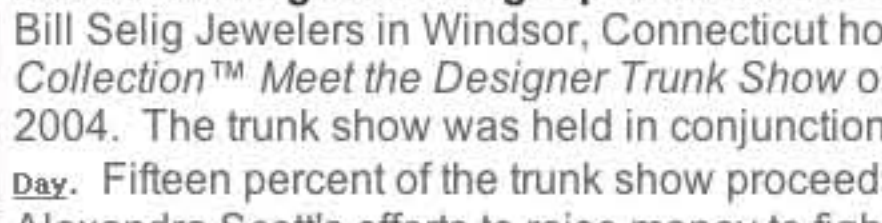
See the entire Loving Heart Collection by Jean Schnaak® during the *Holiday Open House* at Bill Selig Jewelers, located in Windsor, Connecticut, Friday Evening, December 10, 2004 5:00-8:00p.m. Shirann Selig Bennett owner, and her fabulous staff - Nancy, Esther and Jennifer will be sharing the story and philosophy of the Loving Heart Collection by Jean Schnaak® as a means to express love to others - everyday. Come join in the fun! ... For more information call 860-688-3111.

Loving Heart Holiday Trunk Show

See the entire Loving Heart Collection by Jean Schnaak® during *Loving Heart Day* at Longmeadow Flowers & Gifts, located in Longmeadow, Massachusetts, Saturday, December 4, 2004 11:00 a.m. - 3:00 p.m. Amy Parker, owner of this fabulous shop and Astri Sherman of Loving Heart will be on hand to share the story and philosophy of this line of designer fine jewelry. Come join in the fun! ... For more information call 413-567-1760.

Loving Heart, LLC announces newest gifts for men - The Loving Heart Collection™ of men's ties.

The Loving Heart Collection™ of men's ties have arrived. Designer Jean Schnaak met with a New York tie manufacturer over the summer and selected three silk fabrics which best represent the colors of love, passion and power - the colors of The Loving Heart Collection by Jean Schnaak®, the colors of extraordinary quality, handmade in New York City and 100% silk. Currently only available via The Loving Heart Collection™ e-boutique, these ties are available just in time for the holidays and look great with a Loving Heart Pin!TM



Meet the Designer and fight pediatric cancer

Bill Selig Jewelers in Windsor, Connecticut hosted a *Loving Heart Collection™ Meet the Designer Trunk Show* on Saturday, June 12, 2004. The trunk show was held in conjunction with National Alex's Lemonade Stand Day. Fifteen percent of the trunk show proceeds went toward eight year old Alexandra Scott's efforts to raise money to fight pediatric cancer. This fund raising effort continues with the Loving Heart Collection™ e-boutique sales which originate from Alex Scott's website.

On August 1, 2004, Alex passed away peacefully at home with her family by her side.

Suffield Academy Parent Auction

Jean Schnaak participated in the Fifth Annual Parents' Association Auction to benefit the athletic program at Suffield Academy on April 16, 2004. Jean is both a proud parent of two Suffield Academy students and also has been providing nursing care to the student body of Suffield Academy since her faculty appointment in 1999. Suffield Academy is a preparatory school located in Suffield, Connecticut.

Chicago National Bridal Market

Loving Heart, LLC presented The Loving Heart Collection™ to the bridal trade at the Chicago National Bridal Market, March 28 - 30, 2004



Under the Stars Auction

The Suffield Foundation for Excellent Schools held its major fundraising event, *Under the Stars Auction* in March 2004. Proceeds from this event enrich, enhance and support the quality of education in the Suffield Public Schools. Loving Heart Pins were contributed as auction items.

Bridal Events

Loving Heart, LLC participated in the The Wedding Show 2004 - Raleigh, North Carolina

The Loving Heart Collection™ debuted in the bridal community at the following Winter 2002 - 2003 Bridal Shows:

- Boston Bridal Show - Boston, MA
- A Renaissance Bridal Expo - East Windsor, Connecticut
- The Connecticut Bridal Expo - Hartford, Connecticut
- The Wedding Show 2003 - Raleigh, North Carolina
- The Newport Wedding Expo - Newport, Rhode Island
- Bloomingdale's Bridal Show and Registry Event - Newton, Massachusetts

Bloomingdales

Jean Schnaak debuted her newest designs, the Diamond Solitaire and Five Diamond Collections at Bloomingdale's Bridal Show in Newton, Massachusetts on March 23, 2003.

Press

Contemporary Bride Magazine

The *Loving Heart Pin as a gift to the Father of the Bride from his daughter* was included in an article on planning the perfect day in the spring/summer New Jersey, New York and South Jersey/Philadelphia Editions of Contemporary Bride Magazine.

Suffield Woman's Pin Featured on QVC

By Laura Normand Journal Inquirer - Hartford, Connecticut - July 20, 2005

Suffield - It's been 10 years in the making, but a subtle piece of jewelry has gone from a one-of-a-kind Valentine's gift to a nationally distributed product. This didn't start out as a money-making endeavor - far from it. Jean Schnaak was brainstorming a Valentine's present for her husband, Neil, in 1994.

That Valentine's Day, Schnaak was in the market for a particularly special gift. Neil, a pilot, was traveling a lot. She wanted to give him a meaningful pin to wear discreetly inside his airline jacket, over his heart. "The intent was that when he saw it, he'd be reminded of home, and our unwavering love," she says.

In Tennessee at the time, Schnaak searched area department stores for an appropriate tie tack, but nothing fit the bill. Determined, Schnaak resorted to fashioning a pin herself out of a heart earring. "It was just going to have to work," she laughs.

Neil raved. Her friends and nursing co-workers - Schnaak was and still is a full-time nurse, now at Suffield Academy - thought it was a great idea. Store attendants that she'd encountered on the search kept emphasizing that she was really onto something. Schnaak took the hint.

"It's a long way from nursing to ever think you'd be a jewelry designer," she admits, but she committed herself to it, seeking advice from the Service Corps of Retired Executives and books and journals about the jewelry business.

Once she'd found a metal designer in Warwick, R. I., the business got going. Its initial item was a version of the gift Schnaak had given Neil: the Loving Heart Pin. The line has since expanded to include necklaces, earrings and other simple items.

The collection has received top reviews. The Jeweler's Information Center, a group that informs American consumers about the latest trends in jewelry, selected the Loving Heart Pin as one of the hottest gift items for men this past Christmas, Schnaak's business Web site is: www.lovingheartcollection.com.

And now, QVC, the cable television shopping network, has picked up the Loving Heart Pin for this summer's nationwide Decade of Discoveries Tour.

Schnaak will be appearing Friday, July 22, on national television. While she's nervous, Schnaak also is very excited. Reminding loved ones how much we care about them, she says, no matter how busy or distant we may be, is something she feels passionately about.

Schnaak was one of 100 entrepreneurs chosen out of 5,000 to appear on QVC at its St. Louis tour stop. She will make her live television debut from the Gateway Arch in eight minutes between 2 and 4 p.m. EDT.

Holiday Jewelry Gifts

ABC 7 CHICAGO -December 20, 2004 — Amanda Gizzi of the Jewelry Information Center shares some "must-have" fine jewelry pieces, to buy for yourself or someone else.

- **Linear Earrings** – evolved from last season's chandelier earring, they were recently voted the easiest fine jewelry item to purchase for a loved one.
- **Cocktail rings** – not just for "cocktails," these baubles are suitable for day and evening wear
- **Men's** – beyond watches and cufflinks, rings mixed with rubber and bracelets that combine stainless steel and 14K gold are just a few fine jewelry alternatives

Amanda says being a savvy shopper can ensure that buying fine jewelry is a happy holiday experience.

- Find a jeweler that you trust.
- When shopping online use a credit card instead of a debit card, that way no money has left your account.
- Look for a liberal return policy with a full refund.
- Educate yourself about the four Cs of diamond and precious gemstone buying.

For more information on fine jewelry or to find a jeweler in your neighborhood, go to www.lhc.org. Gift suggestions from the Jewelry Information Center were provided by the following designers: **Linear earrings:** Vicente Agui - www.vicentearr.com
Amanda's - www.mayajewels.com
Maya Jewels - www.mayajewels.com
Shleigh Branstetter - www.shleighbranstetter.com
Zhen-U-N - www.zhenun.com
Carla Corp. - www.carlacorp.com
Christian T'Se - www.christiantse.com
Lucho Medina - www.lucho-medina.com
Judy Reinglass - www.judyreinglass.com

Men's jewelry:
Stephen Kris - www.atshenks.com
Pedro Boregaard - www.pedroborgaard.com
The Loving Heart Collection - www.lovingheartcollection.com
The SIZ! Collection from I. B. Goodman - www.thejewelry.com
Claudia Endler - www.claudiaendler.com
Robin Rotenier - www.rotenier.com
Stuller Info at localstuller.com

Cocktail rings:
Emanuela Duca - www.emanueladuca.com
Suzy Landis - www.suzylanis.com
Alex Woo - www.alexwoo.com
Angélique de Paris - www.angeliqueparis.com
Tanzami - www.tanzamijewelry.com
Lucho Medina - www.lucho-medina.com
Zhen-U-N - www.zhenun.com
Jennifer Kellogg - www.jenniferkellogg.com
Soledad Lowe, Fabienne Christe and Samadhi from Objets Du Desir - www.objetsdu-desir.com

AJM Magazine - The Authority on Jewelry Manufacturing

Excerpt from Tricks and Treats - Charms, toys, and amulets give new meaning to spring jewelry

By Avis Cardella - October 2004

The popularity of Italian Prada's New York robot accessories, "Tricks," may be the strongest indicator that charms, talismans, and amulets are bound to gather major trend velocity in the coming season. Designer Miuccia Prada featured the little creatures, constructed of elements such as rivets, chains, springs, scraps of leather, and bolts, in her fall/winter 2004 collection. They were applied to tote bags, dangled from belts, strung on chains to be worn as necklaces, and attached to handbags as fashionable key chains. They even showed up in the collection's fall ad campaigns, and celebrity style maker Madonna was spotted with one dangling from her Prada purse. Following on the heels of this fall's love affair with quirky fashion accessory embellishments - everything from Prada's "Tricks" to chunky metal dice and initial pendants on handbags at Christian Dior to ornamental beading and bows on many designer shoes - jewelers are betting on emblematic pendants, charms, gemstones, and other talismans to be hot ticket items for spring. Here's a peek at what a few jewelry designers and manufacturers are working on for spring 2005:

...Suffield, Connecticut-based manufachure The Loving Heart Collection™ has created the Loving Heart Pin™, which is designed to be worn as a private adornment. Given by a woman to a man, the small heart-shaped pin can be attached to the inside of a suit jacket as a discreet statement, worn as a tie pin, or worn on a belt. The heart comes in both sterling, silver and 14k yellow or white gold, with optional birthstone or diamond accents...

Loving Heart Debuts Father of the Heart Pin

By Katie Wilson, Managing Editor VOWS Magazine - The Bridal & Wedding Business Journal February 2004

What began for Jean Schnaak as a hand-fashioned heart pin to give to her husband for Valentines Day in 1994, is now, nine years later, The Loving Heart Collection™ - a line of fine jewelry accompanied by sentimental verse cards with the purpose of expressing love for others. Loving Hearts™ are designed in sterling silver and 14K gold and may be adorned with diamonds and birthstones. Each gift item is nestled in a Loving Heart™ purple gift box, topped with a sheer ivory ribbon.

Brides are always searching for a sentimental way to express their love and appreciation to their father. The Loving Heart Pin™ can be that solution, along with the included verse card: "On this special day, one we will never forget, just remember, I'll always love you." This award-winning pin is designed to be worn discreetly by a man, inside of this jacket, over his heart as a reminder of the special bond he shares with the giver.

Brides also love giving their bridesmaids matching necklaces and earrings from The Loving Heart Collection™. Each gift is unique when accompanied by the bride's choice of Loving Heart™ verse cards that best represents her unique relationship with each of her attendants. Verse cards are available in English, French, German, Italian and Spanish.

Jewelry designer Jean Schnaak will introduce The Loving Heart Collection™ to the bridal industry at The Fall 2004 National Bridal Market in Chicago.

Aw, gee, let's call it what it is: a love story.

By Jill Clendenen The Tennessean, Nashville, Tennessee - February 14, 1996

What first began as a simple, private gesture of love two years ago, Jean has now become a line of jewelry for family, friends and lovers to do the same anytime, anywhere.

Stumped for an idea of what to get her husband of 12 years for Valentine's Day 1994, Jean came up with an idea to express her love privately, and in a way that would be renewed every day.

In his line of work she knew Neil couldn't wear much in the way of jewelry, but could wear a simple pin on the inside of his suit jacket. Jean searched for such a piece to no avail. Frustrated, she finally gave up - and manufactured a pin of her own by snipping the back from a heart-shaped, silver earring.

"When she gave it to me, she told me, 'I know you don't wear much in the way of jewelry and I don't,'" said Neil Schnaak, remembering that day two years ago. "I have one of those plastic Timex watches and my gold wedding band. If I can hold on to a pen for more than two weeks, it's considered a miracle."

When Jean gave Neil the pin, she explained its significance, telling him she hoped he would be reminded of their love every time he saw or felt the pin on the inside of his jacket, a physical symbol of her heart next to his.

"It really works," Neil said. "Whether I'm looking at and whether I'm just wearing the jacket at work and take it off, it's there. I took a it and just kind of smile. One one else knows what's going on."

The idea of creating similar jewelry for others to give their loved ones then began shimmering in Jean's mind. Her motivation grew after learning in December 1994 her father had pancreatic cancer. "I really hurried to get the pins made in time for this Christmas so I could give him his," Jean said. "I wanted him to be able to be buried with his own."

As a nurse, Jean had no experience in developing and marketing a product for retail sale, so she set about on a self-designed crash course to bring her dream, Heart to Heart, Expressions of Love, to life. She read every book she could find on marketing, copyright and promotion. She initially thought she would simply sell the idea, but the closer she got to the project, the more personal it became.

She took out a home equity loan and then sought direction from SCORE, the Service Corps of Retired Executives, a service of the Small Business Administration. Through SCORE, she was teamed up with an experienced mentor who could advise her on how to get her idea onto store shelves.

"It was kind of like eating an elephant - one bite at a time," she laughed. "I thought, 'I can do this,' and I did."

Jean decided to market both a sterling silver pin and necklace. She also set to work writing short verses to accompany with the jewelry. She wrote 20, bribed friends and relatives for their opinion of the best ones with brownies, and copyrighted the six best. (She also has a cache of additional verses for future production.)

"This is really not a gift to give to just an acquaintance," Jean said. "It's really more fitting to give a close friend, lover or family member. It's not a casual gift at all; it's very personal. The verses are so general they can fit a variety of circumstances."

After sketching her jewelry design, Jean hired a Rhode Island silversmith to create the solid silver heart pin and necklace. A Rhode Island Jeweler pitched her idea to a few local merchants and two merchants in her home state of North Carolina. The jewelry arrived in stores two weeks before Christmas and was an immediate hit.

Jean's favorite part about selling her Heart to Heart jewelry are the heartwarming stories behind the purchases. Her son's teacher, with four daughters and two grand-daughters spread across the country and beyond, bought them each a piece so they could all be spiritually connected across the miles. Another couple, he a dental student in Memphis and she a local nursing student, exchanged the jewelry for Christmas as a way of keeping the bond close when they're apart; the husband wears his on his belt.

As for Jean's father, his health has been exceptionally well over the past year, and the pin he received at Christmas has been a perfect reminder of his daughter's love for him.

"Jean's dad has had his own coming up to him in church just whipping open his jacket to see if his pin is there," Neil said.

Love can always grow, of course, and the Heart to Heart line will be no exception: Jean plans on creating money clips, key chains and earrings in the future, and hopes to sell the jewelry at the Atlanta Gift Mart, a major source for independent producers to tap into the retail market.

Press Releases

Alex's Lemonade Stand June 12thEvent Meet the Designer of The Loving Heart Collection™ and help fight pediatric cancer.

In conjunction with the Saturday June 12th, Alex's Lemonade Stand nationwide initiative to fight pediatric cancer, meet the designer of The Loving Heart Collection by Jean Schnaak®, Suffield's own Jean Schnaak, Jean is a nurse at Suffield Academy, and yearly participates in the *Notes to Neighbors* campaign to raise money to aid the American Cancer Society. Jean is also a jewelry designer.

In 1994 Jean created a little heart pin and accompanied it with a little love note as a gift for her husband, Neil Schnaak, to wear discreetly inside his airline captains jacket. Since that time Neil has worn his heart pin inside his favorite jacket over his heart as a source of strength and a reminder of the special bond he and Jean share. Encouraged by her nursing colleagues to give them with a heart pin for them to gift to their husbands, Jean created the Loving Heart Pin and accompanying verse cards.

Today, Jean's line of fine jewelry intended as gifts, has expanded into The Loving Heart Collection by Jean Schnaak® consisting of heart necklaces, earrings and of course the Loving Heart Pin in five unique designs. Just in time for Father's Day, Jean has been invited to hold a trunk show featuring her designs at Bill Selig Jewelers, 161 Broad Street, Windsor on Saturday June 12th from 10:00am to 2:00pm. 15% of all proceeds from sales of the Loving Heart Collection by Jean Schnaak® will be given to Alex's Lemonade Stand.

For more information, contact Jean C. Schnaak 868-0360.