

International Press Release

FOR IMMEDIATE RELEASE

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GNJ Showing at CeBIT Trade Show – Hannover, Germany March 15-21 2007

Miami, February 23, 2007- GNJ Manufacturing, Inc. makers of *Fashion by CellAllure™*, *Supreme Body Jewelry* an official licensee of Playboy, Betty Boop, Elvis Presley, Marilyn Monroe, Rocawear, Marvel Heroes, NBA, WWE, and the exclusive licensee for the highly anticipated blockbuster release *Spiderman3* in theaters nationwide May 4th 2007.

GNJ will be showing its exclusive collections at CeBIT in Hannover, Germany March 15- 21 2007.

Fashion by CellAllure™ categories include charms, neck & hand straps, faceplates, snap on, skins, protectors, desktop holders, retractable clips and jeweled stickers. Electronic accessories consist of chargers (portable-auto-house), jeweled ear bud & covers for BT headset, as well as an extensive variety of pouches, cases, soxs, lanyards for wireless devices such as cell phones, MP3 (iPod), DVD, CD players, PDAs , laptops and gift packs combining few of our products.

“Our proprietary brand *Fashion by CellAllure™* European styled and CRYSTALLIZED™ WITH SWAROVSKI®,” has allowed us to secure licensing agreements, private label appointments and co-branded ventures globally” said Erez Eric Gavara, President Global Operations, GNJ Manufacturing, Inc. “We have evolved into a vertically integrated company that oversees all aspects of our business, including manufacturing, distribution, marketing and licensing.”

Consumers are more individualized than ever, “**External cosmetic personalization**” allows them to stand out and be unique, being unique lends them consumer’s status and the cell phone has become the most powerful symbol for all that is cool, young and in the move. Undoubtedly, and far more than mere pieces of technology, the cell phone is an objects for adornment, display of support or wealth, a piece of conversation, the ultimate marketing tool and the item people cannot live without.

“Our market is cross generational, cross cultural and with cross gender appeal, in other words for everybody, fashionistas and non-fashionistas, gift givers, collectors, and wireless device junkies who value their individuality, want to differentiate their gadgets or coordinate them with their outfits,” said Yosi Naftali, CEO Global Operations, GNJ Manufacturing, Inc. “We are certain that these new licenses will do as well as Playboy, Betty Boob, NBA, Death Jr. and Garfield have done for our clients”

About GNJ Manufacturing, Inc.:

GNJ Manufacturing, Inc. is a leading manufacturer, distributor and marketer of fashion jewelry. Proprietary brands: *Supreme Body Jewelry™* and *Fashion by CellAllure™*. Incorporated in 1999, headquartered in Miami Lakes, FL-USA, manufacturing plants in Southeast Asia and two sales centers strategically located in France and Mexico. A solid global network encompassing distributors, a dynamic in-house sales force with established relationships within all sectors and channels of distribution, advertisement in fashion and trade show publication and attendance to over 20 key trade shows worldwide.

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