

Whiteflash and Lionsgate Films Congratulate Jessica Simpson with VIP Party for Her New Movie 'Employee of The Month'

HOUSTON, Texas – Oct. 12 (SEND2PRESS NEWSWIRE) – Jessica Simpson was greeted by flashes and photographers as she arrived at an exclusive party celebrating the pre-screening of her film "Employee of the Month" by Lionsgate. Whiteflash.com worked with Lionsgate to throw the celebration at the Tenjune lounge in New York City and congratulated the star with a triple set of matching yellow sapphire, amethyst and diamond bangle bracelets valued at \$3500, which she wore to the event.



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"This jewelry is so pretty. I love them. I want to wear them all the time!" gushed Jessica as she tried on the bangles. Dressed in all black with bangles flashing, the top selling recording artist and film star celebrated with her father Joe Simpson and cast members Dane Cook, Andy Dick and Dax Shepard.

Born in Dallas, Simpson and Houston-based Whiteflash are joined by even more than their Texas roots; both are involved in humanitarian efforts in Africa.

Jessica recently returned from an Operation Smile medical mission in Nakuru, Kenya, and Whiteflash is partnered with the World Centers of Compassion for Children International, funding relief for children in African nations through their "Dreams Of Africa" pendant.

Debi Wexler, CEO of Whiteflash.com had great praise for Simpson. "We congratulate her for her new film," she said. In addition to the bangle bracelets, Simpson was presented with a stunning pendant necklace set with 160 diamonds worth \$2800, to be worn at a future event.

About Whiteflash.com

Whiteflash.com is the first company in the U.S. to offer an exclusive brand of Hearts & Arrows diamond and bring the sheer beauty of "super ideal cut" to the Internet – an exclusive brand of Hearts & Arrows diamonds (<http://www.whiteflash.com/diamonds/Default.aspx>). 'A Cut Above' (ACA(tm)) is unmatched in its brilliance, fire and sparkle and remains the only Hearts & Arrows diamond sold online with advertised standards and a "true patterning" guarantee. Whiteflash.com also offers original, handcrafted platinum and gold settings, diamond engagement rings (<http://www.whiteflash.com/Engagement-Rings/1.htm>) and wedding bands and custom designed jewelry.

For more info: www.whiteflash.com or 877.612.6770.

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