

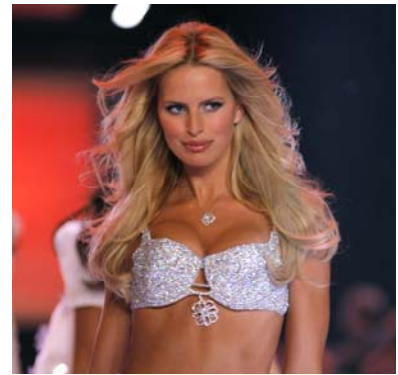


**Ad Track (every Monday)**  
**Dripping with diamonds**  
**September 15, 2008**

Hearts On Fire, the diamond company that created the \$6.5 million sparkler-studded bra for Victoria's Secret's 2006 fashion show, is back with another jewel-encrusted promotion: A \$10 million, three-tiered chandelier made with nearly 5,000 diamonds will hang backstage at Sunday's Emmy Awards. Hearts On Fire created it for the Emmy's "diamond" anniversary — its 60th — President Mark Israel says.

The chandelier was en route over the weekend to Los Angeles from Boston via airplane and armored car. After the show, Israel says, "We'll be hanging that chandelier somewhere for the Christmas season, if it's not sold before then."

If they have trouble finding a place, the Ad Team knows of a studio apartment in New York where it could spend the holidays.



Diamond Fantasy Bra: Karolina Kurkova in the Hearts On Fire creation during an '06 fashion show.