

FOR IMMEDIATE RELEASE



Journey of Hope



Embracing Hope



Renewed Hope

AMERICA TO VOTE

ON NEW SETTING FOR THE HOPE DIAMOND

*Winning design to be revealed as part of
Smithsonian Channel™ documentary to air in 2010*

NEW YORK, NEW YORK — (August 19, 2009) — The world’s most famous diamond, the HOPE DIAMOND, will undergo a special re-design to honor the 50th Anniversary of its donation to the Smithsonian Institution National Museum of Natural History. Given to the Institution as a “gift to the American people” by legendary American jeweler Harry Winston, the Smithsonian Institution and Smithsonian Channel™ will celebrate the diamond’s legacy by inviting the American public to vote on a new design for the stunning 45.52-carat blue diamond.

The voting will take place online from August 19 - September 7 at <http://www.smithsonianchannel.com/site/smithsonian/hope.html>. The House of Harry Winston has designed three possible settings – each symbolizing modern Hope in America. The winning setting will be revealed during a press conference in Washington, D.C. this Fall. The Hope Diamond will be put on display in its new setting at the National Museum of Natural History, and televised nationally as part of the world premiere of the Smithsonian Channel's "Mystery of the Hope Diamond" in March of 2010. The Hope Diamond will be returned to its permanent setting before the close of 2010.

Click the following link to download the above sketch and design inspiration.

<http://www.st-photoservices.com/blasts/HopeDiamondSettings.jpg>

At 45.52 carats, the Hope is the largest deep blue diamond in the world. More than 50 years ago, jeweler to the stars, Harry Winston, purchased it from the estate of the deceased American socialite Evalyn Walsh McLean. After touring the gem around the country as part of his famous Court of Jewels, Harry Winston donated the Hope to the Smithsonian Institution, sending it to Washington, D.C. through the U.S. postal service.

In the Smithsonian Institution's world-class gem collection – which includes diamonds worn by Marie Antoinette, an immense emerald owned by the Turkish Sultan Abdual Hamid II, and some of the world's largest rubies and sapphires – the Hope is the most famous jewel.

The Hope has many unique properties that have puzzled experts since its discovery, and its extraordinary history gave birth to the alleged curse – that all who owned or touched it met great tragedy.

The voting starts Wednesday, August 19 and runs through Monday, September 7 at

<http://www.smithsonianchannel.com/site/smithsonian/hope.html>

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ABOUT SMITHSONIAN NETWORKS

Smithsonian Networks (SN) is a joint venture between Showtime Networks, Inc. and the Smithsonian Institution. It was formed to create new channels to showcase scientific, cultural and historical programming based largely upon the assets of the Smithsonian Institution, the world's largest museum complex. Smithsonian Channel features original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Visit Smithsonian Networks on the Internet at www.smithsonianchannel.com.

ABOUT HARRY WINSTON, INC

Since 1932, Harry Winston's exquisite jewelry and diamond designs have inspired customers and connoisseurs. The history of The House of Harry Winston includes some of the most famous jewels in the world, including the Hope Diamond, the Lesotho, and the Jonker. With 19 retail salons worldwide salons in key locations, including New York, Beverly Hills, Paris, London, Tokyo and Hong Kong, Harry Winston jewels are an enduring icon of international glamour. For more information on Harry Winston, please visit our website at www.harrywinston.com.

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