

For Immediate Release

Contact: Lori Iller, Director of Public Relations, The Vitae Vitrus Collection

Telephone: 215-517-5588

Email: lori_iller@comcast.net

**Creations of Philadelphia Jewelry Designer Zdenko Arsenijevic
Attracts Attention of Hollywood
Jewelry to Be Featured in Sweepstakes at Official GRAMMY® Celebration After Party
and in Prestigious, High-Profile "Everyone Wins at the Oscars®" Gift Basket**

Philadelphia, PA...Hollywood is abuzz about the creations of Philadelphia jewelry designer Zdenko Arsenijevic.

The prestigious Los Angeles-based entertainment marketing enterprise Distinctive Assets, led by the celebrated Hollywood gift connoisseur and trendsetter Lash Fary, has hand picked Arsenijevic's "Door of the Heart" pendant as one of only a handful of grand prizes to be included in the GRAMMY® Celebration Sweepstakes at the official GRAMMY Celebration After Party on February 11, 2007.

According to Distinctive Assets public relations coordinator Rebecca Ludlam, in order to be chosen as one of the only 12 grand prizes to be included in the GRAMMY Celebration Sweepstakes--which will involve the participation of a veritable who's who in the music industry--an item must be markedly distinct and possess extraordinary trendsetting appeal.

Arsenijevic's debut at the GRAMMY After Party comes at the heels of his invitation to be included in Distinctive Assets' high profile, much talked about "Everyone Wins at the Oscars®" Nominee Gift Baskets, which are presented to all non-winning nominees in major Oscar® categories including Best Actor, Best Actress, Best Supporting Actor, Best Supporting Actress and Best Director. Arsenijevic's "Soul Mate Union" rings will be featured in the gift basket.

"We've chosen Arsenijevic's creations not just for their exquisite couture style, but also because of their fascinating background and deep spiritual significance," said Ludlam.

An internationally acclaimed spiritual teacher and intuitive energy healer, Arsenijevic has parlayed his ability to help and heal into a magnificent series of energy interactive fine jewelry--called the Vitae Vitrus (Power of Life) Collection-- that is based on the principles of sacred geometry and alchemy. An exacting process that took twenty years to complete, each design honors ancient knowledge of shapes, numbers, proportions, archetypes and vibrations, and channels this wisdom into concrete, riveting designs that resonate with energy which nourishes body, mind and spirit. The collection includes rings, pendants, earrings, and a bracelet.

Arsenijevic's creations reside within Uroboros, Inc., a spiritual products company located at 233 S. 6th Street that was founded and is headed by Arsenijevic. Also sharing this address is the Arsenijevic Institute of Consciousness Development, a multi-disciplinary holistic center that provides a full range of services to help clients achieve optimal balance between body, mind, and spirit.

Arsenijevic's creations can be viewed and purchased at www.EnergyInteractiveJewelry.com. Additionally, a full-color catalog can be obtained by calling toll-free at 1-888-554-0544.

###

Editor's Note: Zdenko Arsenijevic is most pleased to accommodate interview requests. Additionally, a series of high resolution images of his collection is available for your use. Please call Lori Iller, Director of Public Relations, with any requests or questions. Telephone: 215-517-5588.