



Aldo Orta Jewelry
New York - Miami – Chicago

PRESS RELEASE

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Aldo Orta, the Mexican born entrepreneur funded by Barbara Corcoran and Kevin Harrington in season two, returns to the Shark Tank in episode 411 for an update on his progress. Aldo Orta is both the name of the entrepreneur and the name of the business; the eponymously named jewelry collection is making big sales on QVC. It's too bad Aldo Orta appeared on Shark Tank before Lori Greiner, the Queen of QVC, became a Shark; she might have sped up the process of putting Aldo Orta on the popular shopping channel.

Aldo Orta in the Shark Tank

Aldo Orta jewelry is wearable art in the truest sense of the word. "My approach blends ancient and traditional metalworking techniques, using silver and high carat gold as well as precious and semi-precious gemstones, selected as much for their spiritual energy as for light and color." says Aldo. When Aldo Orta first appeared in episode 208 in season two, he was already well know as a jewelry artist to the rich and famous. He designed jewelry for clients like Prince Albert of Monaco, Calvin Klein, Elizabeth Taylor, the Bacardi Family and more. What he wanted to do was bring the Aldo Orta line to the masses.

Orta got a deal with QVC, but he needed the inventory to be able to sell his jewelry. That's what brought him to Shark Tank. Barbara Corcoran and Kevin Harrington each invested \$90K and got 45% of the business. Barbara liked the jewelry, Kevin liked the celebrity endorsements. That was in May, 2011. Now Aldo Orta is burning up the ticker on QVC every time he appears. He even made friends with Lori Greiner!

Aldo Orta moving forward.

Originally from Mexico, Aldo Orta recently relocated his business and design studio to the Chicago area. Orta's sculptures are still displayed at many government offices in his native Mexico and he still does private design for the rich and famous. His jewelry is available to us regular folk on QVC. His designs rely heavily on historical and mythological imagery, revealing a classic style that people seem to adore.

Aldo Orta is the latest Shark Tank success story. He exudes the entrepreneurial confidence of the immigrant entrepreneurs that made this country great. The update segment will undoubtedly reflect his dedication, eye for art, business acumen, and his successful Shark Tank pitch. Many entrepreneurs enter the Shark Tank; few emerge with the completed vision of their business with the style of Aldo Orta.

"Shark Tank" received a 2012 Emmy nomination for Outstanding Reality Program and was nominated for a Critics' Choice Television Award for Best Reality Series. Mark Burnett, Clay Newbill and Phil Gurin are the executive producers of "Shark Tank," which is based on the Japanese "Dragons' Den" format created by Nippon Television Network Corporation. The series is produced by Sony Pictures Television.

Aldo Orta's Royal Collections is a consortium dedicated to the patronage of exquisite art forms that convey the language of symbols found in the universe. The collection holds a fascination compendium of the world's most recognized and revered images expressed in various art forms inspired by the Aldo Orta commissioned collections to the Royal Family of Kuwait and Prince Albert of Monaco and influenced by the history, mythology and monarchies from all cultures.

Aldo's client list and commissions include: Calvin Klein, Elizabeth Taylor, Brian Boytano, Grace Jones, Cindy Lauper, Amber, Carson Kressley, the Bacardi Family and the Alghanim Family.

Mr. Orta created an exclusive line of fine jewelry for the extraordinary restaurant and sanctuary of the arts "Karu and Y" in Miami. These pieces are worn by celebrities such as Holly Hunter, Jay Z, Colin Farrel, Kim Kardashian, Kendra, Paris & Nicky Hilton, P. Diddy, Eugene Rodriguez, Chis Ciccone, Adrian Jenner, Hulk Hogan and Giselle Bunchen. Aldo Orta has been very active and recognized worldwide by various AIDS awareness projects and cystic fibrosis charities by donating my works for their fundraising efforts. He is also a very proud sponsor of the GLAAD Awards, Care Resource and AmFar.