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**IBEROSTAR Hotels & Resorts ANd Zale CORPORATION LAUNCH SEARCH FOR “The Most Epic Proposal Ever”**

***Winning Idea Will Receive the Ultimate Engagement Experience Complete with***

***Proposal at Romantic Mexico Resort and a Zale Celebration Diamond***

**Palma de Mallorca, Spain (February 4, 2013)** – International hospitality chain IBEROSTAR Hotels & Resorts and Zale Corporation (NYSE:ZLC) today launched their search for “The Most Epic Proposal Ever.” Today through February 28, 2013, entrants can upload videos to [www.zales.com/epicproposal](http://www.zales.com/epicproposal) detailing how they would stage the most elaborate, over-the-top, creative and romantic marriage proposal at an IBEROSTAR resort in paradise. One Grand Prize winner, as chosen by a panel of judges, will enjoy red carpet treatment as Zale and IBEROSTAR come together to turn their proposal dream into a blissful reality, guiding the winner through the entire engagement journey.

“The Most Epic Proposal Ever” was inspired by the growing trend of elaborate marriage proposal videos going viral on the Internet. Ranging from men creating their own short films to organizing flashmobs and choreographing dance routines, these entertaining and heartfelt proposals are garnering millions of views on websites such as YouTube, Facebook and Vimeo.

The grand prize winner will receive a Zale Celebration Fire™ diamond engagement ring, wedding bands for the bride and groom, and a 5-day/ 4-night trip for two to the luxurious, adults-only IBEROSTAR Grand Hotel Paraíso, an all-inclusive resort in beautiful Riviera Maya, Mexico. The total grand prize package is valued at over USD $19,000. Aspiring to provide the ultimate engagement experience, the resort’s staff will work with the winner to pull out all of the stops and plan a truly epic proposal, while keeping everything a surprise from the winner’s sweetheart. The magic moment will be recorded and shared online by Zale and IBEROSTAR this spring so that the world can share in their happiness.

Additionally, Zale and IBEROSTAR will offer a first prize winner (the first runner-up) a Zale Celebration 102™ engagement ring and a 4-day/3-night stay at the IBEROSTAR Grand Hotel Paraíso, and a second prize winner (the second runner-up), a Zale Celebration Grand™ engagement ring and a 4-day/3-night stay at the four-star, all-inclusive IBEROSTAR Cancun.

“The five-star IBEROSTAR Grand Hotel Paraíso offers the perfect setting for romance, from our secluded villas to our unique butler service,” said John Long, vice president of sales and marketing for IBEROSTAR Hotels & Resorts. “We’re thrilled to be partnering with Zale as we encourage entrants across America to make their own memories on our beautiful grounds.”

Scott Davies, Vice President of Marketing for Zale Corporation, added, “Our Celebration Fire diamond, the most brilliant diamond in the world, will make the perfect engagement ring for an incredible proposal. We are excited to partner with IBEROSTAR to create extraordinary moments for the winners.”

The grand prize winner will also have additional help with the proposal planning, but from a different perspective. As this will be one of the biggest moments in the winner’s life, Zale and IBEROSTAR have enlisted the help of relationship expert Dr. Seth Meyers to be the winner’s engagement coach. Dr. Seth will provide practical advice to help the winner navigate the big life decisions that come with getting engaged and how to stay cool, calm and collected when popping the question. Viewers can also visit “The Most Epic Proposal Ever” website for a video on Dr. Seth’s helpful top three rules of engagement.

The IBEROSTAR Grand Paraíso Hotel is a five-star, adults-only, all-inclusive resort located on a serene beach in Riviera Maya, Mexico. A romantic haven for couples, the all-suite hotel offers coveted amenities including 24-hour butler and concierge service, 24-hour room service, gourmet dining, a full-service spa, 18-hole championship golf course, several swimming pools and all-inclusive wedding packages.

The Celebration Diamond Collection™ is available online and in select Zales Jewelers, Zales Outlet and Gordon’s Jewelers in the U.S. and Puerto Rico, as well as in select Peoples Jewellers and Mappins Jewellers in Canada. Every Zale Celebration diamond is cut to exacting standards to maximize brilliance and beauty.

For more information about the search for “The Most Epic Proposal Ever” and to learn about Dr. Seth’s rules of engagement click [here](http://www.youtube.com/watch?v=PE5Fh1JEuGI&list=PLmBluoHelZlrFK8QYxL_dh0Ha5PCZIc-t&index=2).

For “The Most Epic Proposal Ever” contest Official Rules please visit [www.zales.com/epicproposal](http://www.zales.com/epicproposal).

**About IBEROSTAR Hotels & Resorts**

IBEROSTAR Hotels and Resorts is a family owned Spanish hospitality company with more than 50 years experience in the travel industry. IBEROSTAR provides unique vacation experiences, rooted in superior customer service and quality, in the world’s most popular vacation destinations. With more than 100 hotels in 16 countries, IBEROSTAR Hotels and Resorts is committed to offering excellence in quality and service and providing personal attention to each guest. For more information, visit [www.iberostar.com](http://www.iberostar.com) and find the brand on Facebook at [http://www.facebook.com/IberostarHotels](http://www.facebook.com/IberostarHotelsEnglish).

**About Zale Corporation**

Zale Corporation is a leading specialty retailer of diamonds and other jewelry products in North America, operating approximately 1,770 retail locations throughout the United States, Canada and Puerto Rico, as well as online. Zale Corporation's brands include Zales Jewelers, Zales Outlet, Gordon's Jewelers, Peoples Jewellers, Mappins Jewellers and Piercing Pagoda. Zale also operates online at [www.zales.com](http://www.zales.com), [www.zalesoutlet.com](http://www.zalesoutlet.com), [www.gordonsjewelers.com](http://www.gordonsjewelers.com), [www.peoplesjewellers.com](http://www.peoplesjewellers.com) and [www.pagoda.com](http://www.pagoda.com). Additional information on Zale Corporation and its brands is available at [www.zalecorp.com](http://www.zalecorp.com).

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