

Start-to-Finish

DIAMOND LINK BRACELETS

START-TO-FINISH MARKS SEVENTH ANNIVERSARY WITH FREE BRACELET PROMOTION

Contact: Renee Singer
Phone: 888-753-8340
FOR IMMEDIATE RELEASE

BIRMINGHAM, AL— Start-to-Finish LLC, manufacturer of fine 14k gold diamond link bracelets, marks its seventh year in business this March. To celebrate, the company is offering retail jewelry stores in the United States a special promotion. Qualified jewelers may order any seven starter bracelets and receive one free. This offer is valid now through September 15, 2009.

The Start-to-Finish product line offers jewelers an easy way to win customers' loyalty in a difficult market. Consumers, who may be sensitive to price or dislike shopping, are offered an affordable luxury item. "Your customers in search of a birthday gift may find and purchase an item, but for those who agonize over shopping, this doesn't solve their problem," says Renee Singer, Start-to-Finish owner and president. "They still have to worry about Mother's Day, their anniversary, Christmas, and many other holidays, depending on the relationship involved. The jeweler . . . can't guarantee that customer will come back. It's these issues we hope to address – for shoppers and stores."

The solution Start-to-Finish offers is an affordable "starter bracelet," a gold-filled snake chain with one or more 14k gold and quality, fine color diamond links, as a first purchase. On the next special occasion, the customer can purchase an additional link to be attached to the others permanently, replacing a portion of the snake chain. Family members, friends, and even the recipient can add links at any time until an economical, stylish tennis bracelet has been built.

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With this special anniversary promotion and co-operative advertising support from the manufacturer, retail stores can create more traffic and reasons to visit. “Because our bracelets are an affordable tennis bracelet alternative and offer a real solution--without sacrificing quality-- consumers can feel like they are building an item of value while spending within their means,” Singer says. “We hope our promotion helps jewelers take this important step for themselves and consumers who want to feel that fine jewelry is within their reach, without over-doing it.” Start-to-Finish will be exhibiting at SJTA (Booth #1308) on February 28 - March 2, 2009.

About Start-to-Finish

Start-to-Finish, LLC is a family owned and operated wholesale jewelry business, specializing in 14K white and yellow gold diamond link bracelets. Founded in 2002, Start-to-Finish today offers many styles with links containing G-H color and SI quality diamonds. Located in Birmingham, Alabama, Start-to-Finish provides its customers with exceptional, affordable products and outstanding customer service. For more information, call 888-753-8340 or visit www.start-to-finishbracelets.com.