

# *Start-to-Finish*

DIAMOND LINK BRACELETS

## START-TO-FINISH LLC LAUNCHES NEW AD CAMPAIGN: "MAKE THE CONNECTION"

**Contact:** Reneé Singer

**Phone:** 888-753-8340

**FOR IMMEDIATE RELEASE**

BIRMINGHAM, AL, July 6, 2004— Start-to-Finish LLC is launching its new advertising campaign “Make the Connection” to promote its moderately priced, high-quality diamond link bracelets by focusing on the concept as well as the product-specific benefits. President Reneé Singer believes this campaign will deliver her message that the Start-to-Finish product helps jewelers connect to their customers, thereby creating repeat business, increased sales, and customer loyalty. Singer states, “That’s the idea [behind the slogan]: The store sells the product and becomes a life-long connection for that customer. It’s the store that comes to mind [once a connection is made] . . . so they look to [that store] for all their future purchases.”

Through the end of 2004, this direct mail advertising message will be distributed on postcards to all registered buyers from the SJTA, Columbus, New South Jewelers Market, and Dallas shows approximately 2 weeks before each upcoming event. These postcards announce Start-to-Finish’s booth location to help retailers connect with the concept, the product, and the company.

First-time attendee for the Midwest and second-time attendee for the Columbus Show, Start-to-Finish is eager to offer its affordable, fine jewelry item to these newer markets. “From the response we’ve received at these shows, we see the potential for stores to do really well,” Singer says, “The diamond link bracelet’s not a new concept [here], but others don’t necessarily offer a moderately priced product of comparable quality. This is for the average buyer.” She also notes that, because Start-to-Finish’s line is exclusive to diamond link bracelets, the company’s customer service satisfaction is high and products are readily available.

--more--

# *Start-to-Finish*

## DIAMOND LINK BRACELETS

### ADD ONE--Campaign

Start-to-Finish's primary objectives are to provide retailers with a moderately priced, fine jewelry item and superior customer service. To this end, Start-to-Finish offers store owners marketing strategies and promotional materials to ensure successful sales.

The Start-to-Finish line consists of 14 styles of 14k white and yellow gold links containing G-H color and SI quality diamonds, with new styles being introduced in late 2004.

Retailers can make the connection by calling Start-to-Finish toll free 1-888-753-8340, visiting the website ([www.start-to-finishbracelets.com](http://www.start-to-finishbracelets.com)), or stopping by the company's exhibition booth at the upcoming Columbus (booth 1343) and Dallas (booth 233) shows.

--30--

--CONTACT--

Reneé Singer, 888-753-8340