

# *Start-to-Finish*

DIAMOND LINK BRACELETS

## **START-TO-FINISH NOW OFFERS NEW BRACELET STYLES AND A CONVENIENT COLOR CATALOG**

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**FOR IMMEDIATE RELEASE**

BIRMINGHAM, AL, August 1, 2006—Just in time for Fall 2006 stocking, Start-to-Finish announces three new diamond link bracelet styles. The new styles offer a wider selection to consumers interested in building on life's special occasions. "These new styles are a perfect addition to the existing line, keeping with the same high quality and affordable pricing," says Renee Singer, President of Start-to-Finish. All of our styles will be available in 14k yellow or white gold and will be displayed at the SJTA Atlanta show (Booth 304) and the Columbus Jewelry show (Booth 221).

The entire bracelet line is included in Start-to-Finish's new 2006 color catalog, with all bracelet styles now bearing female names, adding character and personalization to the product. Customers can still order by style numbers, but these new naming conventions will help sell to today's consumer, allowing them to associate a designer name to their jewelry purchase. The catalog, with its binder format, assists jewelers in easily identifying bracelets and links for ordering and re-ordering and allows quick access to all the information in one central place. Start-to-Finish will send updated pages as needed to keep customers' catalogs current.

Start-to-Finish continues to serve the jewelry industry by providing a 14-day Risk Free Memo Program to view the product line in your store. To participate in this program, learn more about it, or receive additional information, please call 888-753-8340.

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