

Start-to-Finish

DIAMOND LINK BRACELETS

NEW REWARD OPTION FEATURES THE PRODUCT AS THE INCENTIVE

**Start-To-Finish Offers Linkedup
Corporate Incentives Program**

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FOR IMMEDIATE RELEASE

BIRMINGHAM, AL, August 7, 2008— Start-to-Finish LLC, manufacturer of high-quality, affordable diamond link bracelets, announces a new corporate incentives program called LinkedUp. This program offers companies in search of direct incentives an easy merchandise and management system and provides existing points-based reward programs with a unique catalog addition for women.

Start-to-Finish diamond link bracelets are an effective part of any rewards program because the product is the incentive. A starter bracelet, which consists of one or more 14k gold and diamond links attached to a removable gold-filled snake chain, is purchased. For each milestone or accomplishment, a new link is purchased and a portion of the chain is removed in order to permanently add the link. Once completed, the final product appears as a solidly constructed tennis bracelet. Because STF's products are built over time, individual bracelet owners are motivated to add links and complete theirs by performing business objectives or attaining service milestones. This product, therefore, has a unique, distinct advantage over one-time buys, dust-collecting trophies, or gift cards.

Usages of the product may include: winners of tournaments or competitions; simple appreciations for a job well done; contributions to process improvements; sales quotas met; or specific years of service attained. In addition to internal employee incentive and recognition program usages, STF Diamond Link Bracelets can also build customer or dealer loyalty in fields with a high percentage of women buyers and serve as a differentiator in a competitive or commoditized marketplace. Because the product is memorable and highly visible, it has a higher trophy value for recipients and stronger association with the participating company. As noted by the Incentive Gift Card Council

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ADD ONE—New Reward

of the Incentive Marketing Association, “The utility of noncash rewards is enhanced by the perceived value and visibility of the awards and the buzz created when people receive them.” For these reasons, Start-to-Finish diamond link bracelets are a welcome addition to any program.

Participating LinkedUp companies have 6 popular styles to choose from in white or yellow gold with a variety of diamond sizes, all starting at under \$300, based on \$900 gold. Prices may change due to fluctuations in the gold and diamond markets. Drop-shipping of the initial purchase and follow-up installation is handled by Start-to-Finish. More information is available online at www.start-to-finishbracelets.com/linkedup.

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. Since 2002, the company has provided independent jewelers with exceptional, affordable products; outstanding customer service; and marketing strategies and promotional materials. Today, companies interested in rewarding employees or loyal customers or adding the Start-to-Finish product to existing catalogs can join the LinkedUp Corporate Incentives program by calling Start-to-Finish toll free at 1-888-753-8340.