



IJO SHOW COMMERCIALS SCRIPTS

Diamond Coma – New for Broadmoor 2011

A woman drives pulls up her car and stops. Her baby sits in the back dialing a cell phone. From his office at work her dad answers...

Dad: Hello.

Baby: We are here again. This is 3 times in the past two days.

Dad: You're where?

Baby: Trein's Jewelry... look!

Dad: Can mom hear you?

Baby: No. She's in a diamond coma! Get her the pendant or I will!

Dad: Hey, that's my credit card.

Jeweler/Narrator: It's going to take more than a crying baby to wake her out of this diamond coma. You're going to need a mega-dose of jewelry from STORE.

No Fear Service – New for Broadmoor 2011

Woman 1 sits down next Woman 2.

Woman 2: Hey... Where's your ring!

Woman 1: Oh... I don't wear it.

Woman 2: What. That's crazy.

Woman 1: It's so special. I'm afraid something will happen to it.

Woman 2: I wear my bracelet every day, so I take it to Master IJO Jeweler. They check for any problems and keep it looking like new. I don't have to worry.

Jeweler/Narrator: Your jewelry is meant to be worn, so enjoy it! STORE will look for dangers like worn prongs or chips. We can do resizing or fix damage. Wear the jewelry you love with confidence at STORE.

Trust Your IJO Jeweler – New for Broadmoor 2011

Narrator: When you buy jewelry online how do you know you're getting a good deal? The answer is... you don't. *Narrator/Jeweler: As an established Master IJO Jeweler, everything at STORE is evaluated using our industry knowledge and experience. It's right here in our store for you to see. But don't just look. Try it on and experience how it sparkles and feels. Make sure it's not only a good deal, but exactly what you want. Isn't that better than a picture on a screen? Visit STORE in TOWN.*

Sunglasses Not Included – New for Broadmoor 2011

Woman 1 walks to her cubicle at work. She sits down and begins applying sunscreen lotion to her arms.

Woman 2 follows her and asks...

Woman 2: What's with the sunglasses?

Woman 1 cautiously peers over the top of her sunglasses and shows her the engagement ring on her hand.

Woman 2: Ouch!

Woman 2 staggers away, blinded. Woman 1 gently smirks/shrugs.

Dissolve to: Everyone in the office going about their work wearing sunglasses.

Jeweler/Narrator: The word is spreading. STORE is home to some dangerously brilliant diamonds. See the difference at STORE in TOWN. Sunglasses not included.

Diamond Ninja – New for Broadmoor 2011

Guy1: How's the engagement ring shopping going?

Guy2: It was rough for a while but then I found this one jeweler that was awesome.

The selection rocked. They travel all over buying diamonds - even overseas.

NAME at STORE knows everything about diamonds. He's a true diamond expert.

Bartender: He's not just a diamond expert, he's a DIAMOND NINJA!

Jeweler/Narrator: Stop by STORE and see what some have called our diamond ninja skills.

CAD Redesign – New for Broadmoor 2011

Gal: I've always loved my engagement ring, but..,

Guy: We were young, it was all I could afford.

Gal: He could have splurged a little.

Guy: This time I went all out.

Gal: A custom ring... just for me.

Guy: We worked with our Master IJO Jeweler on all the details. Different styles...

Gal: Bigger Diamond...

Guy: Metals..

Gal: Bigger diamond...

Guy: We saw our options on the computer...

Gal: And they even worked in my original diamond.

Guy: I wished I'd done this years ago. (together)

Gal: I wished he'd done this years ago.

Jeweler/Narrator: Make this anniversary one to remember with our state of the art CAD system at STORE in TOWN.

Big City, Big Disappointment – New for Broadmoor 2011

Guy: So... I went to get her engagement ring...

Gal: (Gives a silent "Yes!", smiles big, cheers with her hands)

Guy: ...from the diamond dealers in the city.

Gal: (Her hands drop, she frowns, shakes her head)

Guy: I took a little drive...

Gal: Parking! (Rolls her eyes)

Guy: Went hunting for some deals...

Gal: Pushy sales people! (Annoyed)

Guy: But who do you trust?

Gal: (waves her hand "hello") a Master IJO Jeweler...

Guy: (nods his head) So... I went to a Master IJO Jeweler.

Gal: (Repeat of silent "Yes!", smiles big, cheers with her hands)

Narrator: Why go to the "big" city for "big" disappointment when you can find the BEST right here at STORE in TOWN.

Branding 2011 Exclusive Merchandise: Introduction – New for Broadmoor 2011

Hello, I'm name, owner of STORE. I'd like to share with you a very special collection of jewelry exclusive to members of the Independent Jewelers Organization. In addition to exclusive merchandise, master jewelers also benefit from expert training and group buying power to bring you the brilliance you deserve. After you see this collection, I think you'll agree that true beauty has no boundaries.

Year Round Commercials

Bead/Charm Bracelets

A charm bracelet tells a story. Each bead is a symbol of a moment to remember. Even the smallest occasions are special and can be celebrated with a new bead. As you grow, your bracelet grows too. *At STORE our charms and beads come in every variety and color imaginable. They are fun for all ages and make great collectibles to enjoy with friends and family. Tell your story as only you can with a bracelet that is as unique as you at STORE in TOWN.*

Celebrate Each Moment

Remember... the dreams...the promises... of today...and tomorrow.

Celebrate each moment with a meaningful gift of jewelry from STORE in TOWN.

Gold Buying You Can Trust

Have you seen gold buying ads on TV and wondered "Are these a good deal?" You don't have to mail your gold away to a stranger. *At STORE we are trained to know metals. We've always bought gold and silver at the best value.* As jewelers we have the tools to analyze what you bring in, assuring you get proper credit. We'll pay you on the spot. No waiting. And we'll even give you extra if you trade it in for a new piece of jewelry. *Safely sell your gold at a place you can trust... STORE in TOWN.*

Gold Buying "Hype Version"

Attention! Gold prices are at record highs. Now is the time to turn your unwanted and broken jewelry into cash. Don't mail it away to a stranger and wait for payment. *Get the best value by bringing it to STORE, a local jeweler you can trust.* No matter the quantity or condition, we will buy your gold on the spot. No appointment necessary. In these economic times, everyone could use a little extra. *Turn your gold and precious metals into real money you can spend today at STORE in TOWN.*

Love Business

Everybody's in a business. A realtor helps build your family with a home to grow in. A doctor keeps you healthy and can fix a broken heart. An accountant keeps you on track for your future dreams. *As a Master IJO Jeweler STORE is a little of all these because we're in the love business. We're there for your family's special times, with regular happiness checkups and symbols of love that promise an even brighter future. That's "our" business at STORE in TOWN.*

Be Her Hero

This really isn't the way to be her hero. Instead try an AMAZING piece of jewelry from Parks Diamond Jewelers. You will find an INCREDIBLE selection of DAZZLING diamonds, SPECTACULAR colored gemstones, and pearls that really pack a PUNCH. Don't be a zero, be her hero at Parks Diamond Jewelers in Texarkana.

Romance Stimulus Package

Has your love life taken a downturn? Are you in a relationship recession? YOU need a bailout. *Hope has arrived! You're qualified for the Romance Stimulus Package at STORE. We have an entire store filled with diamonds and fine jewelry that will put the sparkle back in your love story. Our team of romance advisors has the surefire plan to get your passions on the road to recovery. Survive your love crisis at STORE in TOWN.*

Cash, Credit, or Repair

Do you have jewelry that you'll never wear? How about a broken piece that's stashed deep in your jewelry box? *Don't let your unused gold jewelry gather dust, get the most out of its value today. Bring it in to STORE for cash or store credit.* Walk away with the cash or put your credit toward a beautiful piece of jewelry you actually WILL wear. If you need a repair, bring it in, and we'll have it looking like new in no time. *Cash, credit, or repair... at STORE in TOWN.*

When I Think of You

"If I could put into words how my heart feels when I see you, or when I think of you, I would be talking forever. But finally, I found a way to tell you how I feel without speaking a single word." *Nothing will capture your heart like breathtaking gift of jewelry from STORE. STORE in TOWN.*

Pride

Hello, I'm NAME from STORE and I would like to talk to you about the pride we take in every piece of jewelry we sell. We handpick all our jewelry, from the basic pieces to famous designers. If we are not proud of it we don't sell it. From classics to the leading edge of fashion and design, every piece shares our relentless demand for quality, backed up with the best in service after the sale. That's how we can guarantee you will be as proud to wear it as we are to sell it. STORE in TOWN.

Bad to the Bone

Guys, imagine walking into the garage and finding a new, chromed out eighteen-hundred C.C, V-twin, bad to the bone, "hog" with a little note from your wife that says "Just because I love you." That would feel pretty cool, huh. Well, her idea of "bad to the bone" comes in a little box. It's well within reach and let's face it, she deserves it. For a gift that defines "bad to the bone" come to STORE in TOWN today.

Count on Us

This ring was my grandmother's. It's beautiful and it means more to me than anything. I wear it every day and I love it every day. *At STORE we understand the importance of sentimental value and through cleaning, checking, and repair we can keep your heirlooms safe and beautiful.* They keep it looking great. I know my mother and grandmother trusted them, I wouldn't think of trusting it to anyone else. *You can count on us to keep it looking beautiful for generations to come. STORE in TOWN.*

High Definition Jewelry

A group of ladies discuss a certain "present." It is revealed to be a big screen TV. *Size doesn't matter... especially if it's the wrong gift. At STORE we have a store filled with what she really wants. And if size really does matter, we'll make sure you get the quality and service to match. For jewelry that's really high definition, visit STORE in TOWN.*

Commitment

Commitment... it's such an important part of your life. Commitment to succeed... commitment to your family... commitment to your health... and, of course, your commitment to her. *Now is the time to buy her a gift to show her just how committed you are. Visit STORE in TOWN.*

Once in A While

Once in awhile, right in the middle of a perfectly ordinary life, LOVE... gives you a fairy tale. *I'm NAME from STORE. Let the experts at STORE help you turn your love into a beautiful fairy tale. STORE in TOWN.*

American Heroes

Throughout our history... we Americans have been fortunate... to witness the greatness... of a few true heroes. George Washington. Thomas Jefferson. Abraham Lincoln. Eugene Fredrickson???? *Every guy can be a hero when he shops at STORE. That's STORE in TOWN.*

Design Innovations

Do you have an idea for a Masterpiece? At STORE, if you can describe it, we can design it. Using cutting edge Computer Aided Design software, we'll visualize your idea right before your eyes and manufacture it to the highest level of quality. From start to finish, your custom piece is done to your specifications and satisfaction. At STORE we're using the latest technology to bring you the brilliance you deserve. STORE in TOWN.

Because You Love Her

Because you love her so much. Because you still think of the way she made you feel the day you first met. Because after all this time and so many memories, it still thrills you to make her smile. She has made your life so much more, but words can't describe how much she means to you. *Show her how much you truly care with a gift of fine jewelry at STORE.*

Laser Welder

Hello, I'm NAME from STORE and I would like to inform you about the advantages we offer with laser welding. Laser welding joins together any two metal parts, eliminating the need for messy and weaker solder bonds. The laser offers pinpoint accuracy and minimizes the potential hazards of heat damage, improving the end result of all types of jewelry repairs. *See how our commitment to the latest technology will keep your jewelry as strong and beautiful as the day you bought it.*

Remounting

Your family's heritage is special. Breathe new life into a precious heirloom, and create a new treasure whose brilliance will last forever. *At STORE we can mount your precious gems from an existing piece of jewelry into a beautiful new setting that preserves the timeless elegance of the original.* Our design experts will help you create a new gift to be worn and enjoyed today, which will be preserved for generations to come. *Celebrate the past and look to the future at STORE in TOWN.*

Trouble in Paradise

(Man and woman standing on a beach) It's moments like this that can only be truly experienced because she is there to experience it with you. You'll cherish this moment for years to come. Can you even imagine it without her? (Woman disappears and man falls over) *Don't let your relationship end up on the rocks. Show her*

how much you appreciate her with a magnificent piece of jewelry from STORE. STORE's knowledgeable and friendly staff will help you chose the perfect gift. Visit STORE in TOWN today.

Diamonds Commercials

Bulls-eye!

For that time you can't afford to miss. For the time when a mistake is not an option. When it HAS to be perfect, you need someone you can trust to make certain you get it right. *At STORE our ?? years of experience will guarantee that your cupid's arrow will hit the mark. See the romance experts at STORE in TOWN when it has to be right.*

Practice Makes Perfect

Boy 1: I have loved you from the very first moment I saw you. Boy 2: You mean in the fourth grade? Boy 1: Come on, I need you for this. Brooke, will you wear this ring? Boy 2: Ohhhhhhhh... that's shiny! Boy 1: Scott! Brooke... Will you marry me? Boy 2: Ooooo, you know it. Can I keep the ring? *You will always remember the moment you asked her to be yours forever... and she will too. Make sure you propose with an engagement ring from STORE.*

Dangler: DMS & CMS

Say "I Love You" the STORE way... with a meaningful and sparkling gift from STORE.

Say "I forever do" from our collection of Diamond Marriage Symbol Jewelry. Interlocking circles of precious gold signifying marriage... With three beautiful diamonds representing your past, present, and future together. Or express your everlasting love and faith with the new Christian Marriage Symbol. Create a memory to cherish... with a gift from STORE in TOWN.

Ring of Her Dreams

"She's been waiting for this moment for as long as she can remember. You've been a nervous wreck. But then it happens... just how it was supposed to. She actually said yes... and she looked so happy. And then she showed her friends. Oh yeah... you did good." *Make the moment she's been waiting for the one she'll never forget with an engagement ring from STORE. No matter your budget, we'll help you find the ring of her dreams at STORE in TOWN.*

Lucky 1%

Did you know that 99% of American women will fall in love. 90% will get married and 80% of those ladies will be proposed to with a diamond engagement ring. But less than 1% of those lucky brides will receive a diamond of 1 carat or more. *Whether it's for your bride to be or an upgrade of an existing engagement ring, the diamond experts at STORE will ensure that she is the envy of 99% of her fellow brides. STORE in TOWN.*

It is Time

It is time... It is time to love her... It is time to celebrate her... It is time to honor her...

It is time to surprise her... It is time... to blow her away! With a diamond!

It is time for quality. It's time for value. It's time for selection.

It is time for STORE in TOWN.

Love Starts Here

Say "I'll love you forever" at STORE in TOWN.

Phantom Diamond Syndrome

Have you noticed the following symptoms in a loved one? Do you find them admiring jewelry that isn't there? Agonizing over a feeling of empty ears or an unattractive neckline? Do they dream endlessly of a marriage proposal that never happens? They may be suffering from PDS or Phantom Diamond Syndrome. Don't worry... there is hope. *The love doctors at STORE have the perfect remedy. Our beautiful selection of fine jewelry will have her cured in no time.* (fast) Warning: Side-effects include heart palpitations, loss of breath, and romantic tendencies.

The 4Cs

Thinking about a diamond? Then you should be thinking about the 4Cs and a jeweler like STORE to explain them. CUT refers to a diamond's proportions and angles, so crucial to its fiery brilliance. COLOR is a grading of whiteness from colorless to yellow. CLARITY is a scale of perfection for inclusions like minerals or fractures. And CARAT WEIGHT is the actual weight, not size, a common misconception. The 4Cs are just the beginning. Put your mind at ease with a jeweler you can trust, STORE in TOWN.

Diamond Test Drive

Before you buy a car you take it for a test drive. Before a marriage proposal there's usually a few dates. So why would you settle for anything less when buying the diamond for that proposal? Shopping online is great, for DVDs, but with a diamond you want something more. You want an expert who will show you exactly what you're getting to "know" its perfect. *When you need to know you need to come to STORE in TOWN, your diamond engagement ring destination.*

Diamond Trends

A diamond can create the perfect moment. That never changes. With diamond jewelry, however, there's always something new. Take Journey jewelry. See how the diamonds "grow" from smaller to larger? This expresses how with every step your love grows. Another style uses three diamonds to symbolize your past, present, and future. And who can resist classics like stud earrings, anniversary bands, and of course the engagement ring. *STORE has the latest trends and all the essentials. They look great and feel even better to wear.*

Unequaled

Unequaled in their beauty, diamonds are the ultimate gifts of love. For the best selection of diamond jewelry stop by STORE in TOWN.

Memorable Moments

Diamond jewelry... For all the most memorable moments of your life. *Visit STORE NAME today, your diamond jewelry specialists. That's STORE in TOWN.*

Popping the Questions

Voice Overs: Sarah, will you marry me? Jessica, I want to spend the rest of my life with you. Carrie, would you do me the honor? What I'm trying to say is... I want to make you an honest woman, Tracy. I want to grow old with you, Samantha. Laura, if you're not busy for the next century...? *It doesn't matter how you ask as long as the ring is from STORE. Visit STORE in TOWN, your engagement ring headquarters.*

Diamond Chemistry

What makes diamonds the hardest and most precious gemstones in the world? Neutral carbon atoms consist of six protons and six electrons. Four valence electrons are available to bond with neighboring atoms. In diamond, these electrons form super strong covalent bonds with other carbon atoms creating a rigid and highly symmetrical structure of unmatched strength. *In other words, diamonds are a gemstone worthy of symbolizing your relationship. Stop in today and see our selection of beautiful diamond jewelry at STORE in TOWN.*

Proposals

He took me to the café where we first met. Her parents'... the big holiday dinner. I remember it like it was yesterday. All of a sudden he was down on one knee. And then I said it. Will you... marry me. I said yes. Yes. Yes. *Make the memory as perfect as the moment with a Diamond Engagement Ring from STORE in TOWN.*

Fall in Love Again

He makes me laugh. There's nothing like her smile. He's a great father. She's a great mother. He's always full of surprises. *This year fall in love again with a gift of diamond jewelry from STORE in TOWN.*

Closer Encounters

Astronaut 1: So when I get back I'm gonna propose to Lisa. Astronaut 2: Make sure you get that ring with a qualified jeweler. Mission Control: Roger that, a jeweler who'll take the time to explain how diamonds are graded and which one is right for you. Alien: A plentiful selection and heightened levels of acquired knowledge they must have. *STORE has the highest quality diamond engagement rings at prices that are out of this world. Visit STORE in TOWN.*

The Meaning of Love

Love is patient, love is kind. It does not envy, it does not boast, It is not proud. It is not self-seeking. It keeps no record of wrongs. But rejoices with the truth. It always protects, always trusts. Always hopes, always endures. *When the moment really counts come to the people who know just how much it means. Visit STORE in TOWN.*

Diamond Experts

The big day is here. You need a diamond but it's turning into a big hassle. It has to leave her speechless, but what's all this technical stuff? *Confused? Let STORE lend you our diamond experience. Want the facts and figures explained? We'll help. Simply want a beautiful diamond. We'll take care of it. The result is the same. A diamond you can be confident about and a big smile you won't soon forget. From the diamond experts at STORE in TOWN.*

Frantic

A handsome young man has just prepared his love struck girlfriend a lovely dinner. Seeing this as an excellent opportunity to propose, he gets down on one knee and reaches for a ring box in the pocket of his slacks. Upon realizing that the box is not there, he dashes out of the room leaving the girl confused and slightly annoyed. The man searches frantically through his bedroom, tearing the place apart in the process. After much panicking he realizes the box has been in his coat pocket all along. Crisis averted, the man returns to his waiting girlfriend and makes the proposal, to which she happily accepts. You have enough to think about without having to worry about the ring. Let STORE help you pick out the perfect engagement ring for your bride to be. STORE in TOWN.

Holiday Commercials

Colors of Christmas

What's YOUR color of Christmas? Christmas come in all colors... shapes... and sizes. At STORE you'll find that the most beautiful colors of Christmas aren't found on the tree, but under it. STORE in TOWN.

Diamonds Baby

Mom: Check the baby monitor.

Dad: She's sleeping.

Baby: Hey Pa Pa... Hey Pa Pa.

Dad: Sophie?

Baby: What did you get mom?

Dad: For what? Baby: For Christmas. She wants jewelry from STORE. She wants diamonds! Dad: I was thinking of...

Baby: Diamonds!!!!!!

Dad: Ok, Ok. Go back to sleep.

This year, give her a gift that everyone knows she will love, at STORE in TOWN.

Christmas Dignity

With a gift from STORE she'll get what she's always wanted while maintaining her dignity... Make her feel like a kid on Christmas morning with jewelry from STORE in TOWN.

Perfect Christmas Gift

The perfect Christmas gift should be first and foremost a reflection of your love... It should celebrate the special times you've shared... It must be truly memorable... but reflect the fun times... and offer a promise of the future. One gift expresses all of these sentiments... the gift of jewelry. *At STORE the Christmas gift you're looking for has already been found. It's waiting in our cases, you just need to pick it up at STORE in TOWN.*

Holiday Choices

Time's running out. Have you gotten her gift yet? So many choices, but only one is the right one. *At STORE we'll help you find it. You'll enjoy yourself, you won't feel intimidated, and you'll end up with a gift she'll be talking about all year. Don't wait 365 days to fix a bad choice. Make the right one now at STORE in TOWN.*

Mistletoe

A short history of Mistletoe. Mistletoe of Yesteryear. Mistletoe of Today. Same result. Much prettier. *At STORE, you'll find an entire store of mistletoe just waiting to sweep her off her feet. Visit STORE in TOWN.*

Holiday Recipe

What makes the perfect recipe for a holiday surprise? A spoonful of gold, silver, or platinum. A pinch of pearls or colored gems. How about a sparkling drop of diamonds. *Hi, I'm NAME from STORE. We have all the essential ingredients to whip you up a holiday surprise. Visit STORE this holiday season and find the recipe that's right for you.*

'Tis The Season

It is better to give than receive. Though giving does have its benefits. *'Tis the season to give the most intimate gift... the gift of jewelry. Stop by STORE in TOWN this Holiday Season.*

Holiday Heat

No matter where you celebrate the Holidays, make sure the warmest fire burns from within. *Ignite her passion for you this holiday season with diamond jewelry from STORE. Visit STORE in TOWN.*

Secret Santa

(A woman is seen setting out a plate of cookies and a glass of milk for Santa) Do you still believe? (We then see the arm of who appears to be the husband dressed in a Santa suit, take some cookies and drink some milk, and replace them with a wrapped jewelry box.) *Christmas magic does exist when you shop at STORE. Visit STORE in TOWN this holiday season.*

Christmas Heist

("James Bond" style music as a burglar creeps through a house. Burglar is revealed to be a woman searching for her Christmas gift) "Honey, no peaking until Christmas!" *With a gift from STORE you may have to come up with a better hiding place than underneath the tree.*

Valentine Heart

So I'm trying to come up with a Valentine for the misses. I thought I could pump some iron... you know, buff up and impress her with my bulging biceps. And maybe learn a new dance move or two. Ok... Let's just say that was a flawed plan from the start. *At STORE we have the perfect gift for most any valentine. She's happy I'm happy and the price didn't give me a coronary. Stop into STORE today for a Valentine gift from the heart.*

Valentine Basics

Valentine's Day is all about the basics: You, her, and an unforgettable gift of jewelry. Nothing says "unforgettable" like breathtaking diamond jewelry. The diamonds burn with a fire and brilliance equal to her beauty. And these fashionable designs are ones she'll love wearing every day. Simple and elegant has never been this "unforgettable" at prices that are "unbelievable." *Brilliance you deserve and Valentine basics at STORE in TOWN.*

Valentine Opportunity

What's Valentine's Day really all about? It's more than paper hearts, cupid arrows, and candy with mushy messages. While other holidays involve family and friends, Valentine's Day is just for you and her. *STORE has heart-stopping jewelry that will make her feel like the only woman in the world. Valentine's Day shouldn't feel like an obligation, but an opportunity to celebrate the time you spend together. Visit STORE in TOWN.*

Valentine Saint

A woman is seen pacing in anticipation of the arrival of her significant other.

Voice of girl's thoughts: "I wonder what he's gotten me this Valentine's Day. Maybe he forgot all together. I hope he didn't get candy or flowers... Huh, figures."

After her date arrives with her unwanted gifts she hastily opens the box of candy to find a beautiful necklace and she embraces him gratefully.

Jeweler: "Make her your Valentine forever at STORE in TOWN."

Graduation

You've been with them every step of the way. The late nights... The successes... The frustrations... You believed in them, and they hung in there, and now their hard work has paid off. *Hello, I'm NAME from STORE.*

At STORE we believe that the most memorable accomplishments deserve the most memorable rewards. On the day they look back at how far they've come, let them know that you always believed in them... and that you always will. STORE in TOWN.

Mother's Day

Your wife has given you the most precious gift you have...your family. She does so much to make every moment special for you and your children. *This Mother's Day show her your love and appreciation with beautiful jewelry from STORE.* Whether it's with gold and diamonds, pearls, or colored gemstones, remind her of the path you've traveled together. *She surprises you in subtle ways everyday. Isn't it time you return the favor in a big way? Visit STORE in TOWN.*

Mother Knows Best

Your Mom's always been there for you, even when you may not have wanted her to be... or when you thought you knew better. But you did need her, and she stood by you during your proudest moments... and the ones you'd rather forget. *You better be nice to your mom, she's seen it all and has the pictures to prove it. STORE has beautiful gift ideas that will give your mom a daily reminder that she's truly loved. Remember STORE in TOWN this Mother's Day.*

IJO Branding Commercials

A Bigger Diamond

Gal: Look. My engagement ring's perfect.
Guy: But... Gal: I sometimes wish it were... more perfect.
Guy: She wishes it were bigger.
Guy: So after 25 years...
Gal: It was time for an upgrade!
Guy: Our Master IJO Jeweler helped us find a bigger diamond.
Gal: Like big... big.
Guy: Better quality too.
Gal: Really BIG.
Guy: And it didn't wipe out our retirement fund.
Gal: When we say size doesn't matter...
Together: It matters.

Turn the engagement ring she loves into the one she's always dreamed about at STORE in TOWN.

Don't Buy Online

Gal: I love my engagement ring. It's perfect.
Guy: She thinks it's perfect... but it almost wasn't.
Gal: He got it at a Master IJO Jeweler.
Guy: I almost got it online.
Gal: Some of my friends' boyfriends got their rings online... Ouch.
Guy: This was important. I needed someone I could trust.
Gal: This ring means everything... and he knew that.

The ring of her dreams comes from the heart not a mouse click. See and feel each ring BEFORE you buy at STORE in TOWN.

Your Jeweler

I'm NAME from STORE and I want to be your jeweler. Whether you're a long time customer or someone new. At STORE we love jewelry and we want to keep your jewelry looking it's best. So stop in and we will clean and check your jewelry free of charge, even if it came from somewhere else. If you need a repair, we can make it sparkle like new. At STORE "being your jeweler" is not just selling you jewelry, but taking the very best care of what you already have. So stop and see us at STORE in TOWN.

Holiday Promises

Each year the holidays bring a promise of new memories to be cherished forever. Celebrate those memories with exquisite fine jewelry. *As your Master IJO Jeweler in this area, STORE offers exclusive jewelry designs that are only available from our select group of stores. The quality and beauty of*

these pieces is unmatched and like your holiday memories will be enjoyed for years to come. For the brilliance you deserve choose STORE in TOWN.

Holiday Memories

Holiday memories are some of the most special. These are the times we look back on most fondly. These are the moments best spent with the ones we love. Holiday memories will always stay with you. Your Master IJO Jeweler is always there for you as well. *STORE can help you create even more memories with jewelry as unique as your love. You can trust the quality and know that we will be here for your future needs. Celebrate the holidays with brilliance you deserve at STORE in TOWN.*

Best of Both Worlds

Hello, I'm NAME from STORE. Some think that since we're a single store operation, we don't have the buying power of the mega chain or department stores. But actually, we're part of the Master IJO Jewelers, the world's largest jewelry buying group. This gives us the power of eight hundred million in sales and the flexibility to hand-pick every piece of jewelry we buy. You get the best of both worlds; the buying power of a major, with the customer service of a hometown jeweler. STORE in TOWN.

Eternal Diamond Guarantee

Hi I'm NAME from STORE. At STORE we take pride in the quality of merchandise we sell. Being a member of Master Jewelers, the world's largest diamond buying group, STORE has access to the finest quality diamonds available at the very best prices. We feel so strongly about the value of the diamond jewelry we sell, that we stand behind it with our Eternal Diamond Guarantee which guarantees your diamonds against loss, theft, or damage of any kind. At STORE you can be certain that your diamond will truly last forever.

Only at a Master IJO Jeweler

Not all jewelry stores are the same... Certain values can only be found at a Master IJO Jeweler. Not all jewelry is the same either... These exclusive designs can only be found at a Master IJO Jeweler. Master IJO Jewelers across the country are changing the jewelry business one store at a time. See what everyone's talking about. *STORE is this area's Master IJO Jeweler. For brilliance you deserve, visit STORE in TOWN.*

Jeweler for the Holidays

The holidays are here and everybody's selling jewelry, from little gift shops to big box stores, online and in between. With so many choices, you need a jeweler you can trust. *STORE is a Master IJO Jeweler. This means we're a dedicated, independent jewelry store with proven knowledge & experience that allows you to buy with confidence. For true beauty, you'll even find a collection of exclusive jewelry masterpieces that are really special. For brilliance you deserve, choose STORE in TOWN.*

Why IJO?

"Why do I shop at a Master IJO Jeweler? For the experience... it's just a really great experience." "The knowledge... all that SI... VS... they know their stuff, and friendly about it." "They have exclusive jewelry I can't find anywhere else." "I know I can trust my Master IJO Jeweler. I don't have to worry... it's beautiful." *True beauty has no boundaries at STORE in TOWN. Stop in to have a Master IJO Jeweler experience.*

Happy Holidays

The holidays are a special time of year. It's when we celebrate family and remember traditions. Traditions are very important to a Master IJO Jeweler. We believe in offering superior quality, value, and service. It's more than just trust, it's about being a community and a family. *Jeweler: From our family to yours, STORE wishes you a safe and happy holiday. May the season bring you the brilliance you deserve.*

What Is – Confidence?

What is confidence? It's the satisfaction of knowing that a Master IJO Jeweler stands behind you with unmatched customer service. And it's knowing that with our jewelry you will look and feel fantastic. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

What is – Trust?

What is trust? It's the key element that allows one person to put their faith in another and it's the foundation of the relationship between a Master IJO Jeweler and their customers. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

What is - Integrity?

What is integrity? It's treating people in your business and personal relationships with honor and respect, and it's a crucial code of conduct employed by all Master IJO Jewelers. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

What is – Honesty?

What is honesty? It's the sincerity and frankness with which everyone wants to be treated, and it's the primary reason that a Master IJO Jeweler is able to exceed the expectations of their customers. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

What is - Expertise?

What is expertise? It's the result of years of experience and continued education in the jewelry industry, and it's the combination of knowledge and skill essential to a Master IJO Jeweler. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

Premier Series Commercials

Oh Christmas Tree

Remember how bright the lights seemed on your first Christmas together?... and your first as a family? This year... the lights will shine even brighter. At STORE we'll make sure the brightest light she sees this Christmas... is the one she's wearing. STORE in TOWN.

When I Think About Christmas

The perfect gift of jewelry will show her she is the first thing on your mind and in your heart. Visit STORE in your Master IJO Jeweler.

Don't Change

Let her know she is perfect just the way she is, with a beautiful gift of jewelry from STORE. She'll know she is still the one. STORE your Master IJO Jeweler.

Angel – Engagement Ring

Now is the time to give her the diamond she's always dreamed of. From the diamond experts at STORE in TOWN .

Angel – Anniversary Band

Show her that you haven't forgotten that promise with a stunning diamond anniversary band from the diamond experts at STORE in TOWN.

Angel - Eternity Band

Give her a stunning diamond eternity band from the diamond experts at STORE in TOWN.

Event Commercials

Diamonds, Roses, and Chocolates

Each year the question must be asked, "What makes the perfect gift for Valentine's Day – jewelry, roses or chocolates? Why not all three! At STORE we've got you covered. You just need to buy the jewelry and we'll give you a dozen roses and a box of chocolates, FREE, with a minimum purchase of \$150. Make this Valentine's Day one she'll never forget with jewelry... roses, and chocolates. It's so easy even a guy can get it right. At STORE in TOWN.

Big Game Event "Super Bowl"

Time out! It's STORE's Annual Big Game Weekend Event! On Friday and Saturday February 5th and 6th everything in the store will be up to 40% off and more. Shop early for a Valentine's Day gift you know she'll love. The first 50 customers receive a \$99 freshwater pearl necklace with any \$200 or more purchase. This

year you can enjoy the Big Game on Sunday AND enjoy Big Savings on Friday and Saturday at STORE in TOWN

Winter Sale

Cold winds are bringing spectacular savings STORE during the Winter Jewelry Sale now through February 14th. For 2 weeks only, save 20 – 70% off all jewelry and gifts at STORE. Save on designer jewelry, watches, 14 and 18 karat gold jewelry from Italy, with extra savings on diamonds handpicked in Antwerp, Belgium, by STORE OWNERS. Deals will go fast, so new merchandise is arriving daily. Don't miss the Winter Jewelry Sale, just in time for Valentine's Day, at STORE in TOWN.

1/2 Off 1/2 the Store

The biggest sale of the year has arrived at STORE. It's the Half-Off Half-the-Store Sale and it's happening Thursday through Saturday, September 24 through 26th. That's three short days to save big and get half of the beautiful jewelry in our store at half price. This sale is so huge that STORE will be closed Wednesday the 23rd to get ready. Buy early for Christmas and get the best value for your dollar. Don't miss out on this chance to save 1/2 OFF 1/2 THE STORE at STORE in TOWN.

Diamond Event

Imagine... One Million Dollars in Diamonds. STORE, your direct diamond importer in TOWN is having a Million Dollar Loose Diamond Event. See loose and mounted diamonds of all sizes in round, fancy shapes, ideal cut, and more. The finest quality diamonds from around the world are here at Diamond Jewelers. If you're thinking about a diamonds, now is the time to buy, Don't miss this Million Dollar Diamond Event at STORE in TOWN.

TV Giveaway New for Grapevine

Everyone knows, ladies like bling... but guys like bling of a different kind. Now at Mitchell's Jewelry you can have both! Make her dreams come true by purchasing fabulous jewelry totaling \$1599 or more, and we'll make yours come true with a FREE 32 Inch flat screen TV. Or spend \$2999 and we'll give you a FREE 42 inch TV. Only for a limited time. Get the bling you've always wanted with the bling she's always wanted at STORE in TOWN.

Earring Sale New for Grapevine

Nothing makes a woman feel more beautiful than a pair of breathtaking diamond earrings. For this weekend only, STORE is offering our most popular earring sizes at prices you can't ignore. Our half-carat total weight earrings (regularly \$799) are just \$499. And our 1 carat earrings (usually \$1795) are an unbelievable \$1195. Exceptional quality at an incredible value. This weekend only at STORE in TOWN.

Antwerp Diamond Giveaway

STORE is going to give away an amazing Antwerp diamond – and it could be yours! STORE is traveling to Antwerp Belgium, the diamond capital of the world, on Oct 3rd. While there, STORE will be hand-picking diamonds specifically for their customers and one of those customers will get their diamond for free. So stop in now to have STORE choose the perfect diamond for you directly from Antwerp and maybe you'll get your diamond for free. Only at STORE in TOWN.

Let It Snow!

Let it snow, let it snow, let it snow! This year you will actually wish for snow when you shop at STORE. If it snows 3" or more between the hours of 12:01 A.M. and 6:00 A.M. on December 27th; jewelry, timepieces, and gift items purchased between November 26th and December 19th will be absolutely free. STORE has fine diamond jewelry, timepieces, and other beautiful gift items that say "Merry Christmas" like nothing else can. Surprise that special someone with an unforgettable gift from STORE. Visit STORE in TOWN today.

Store Anniversary

STORE is celebrating 20 exciting years in business. We are proud of how far the store has come over the years and love serving the community in this way. From our trips around the globe to find the best diamonds and designs to our unique jewelry collections and quality customer service, we're constantly striving to offer the area's premier jewelry experience. As we celebrate our 20 year anniversary, we look forward to serving our many friends in the future. Come see us at STORE in TOWN.

