



The  
**RITANI™**  
 DESIGNING YOUR DREAM  
*Winter 2004 Report*

**R**itani Once Again Proves to be an Industry Innovator with the Launch of the 'Perfect Match'



America's premier jewelry designer **Ritani** will officially launch yet another major industry innovation the **Perfect Match™** -- at the JA New York Winter Show ( January 25-28, 2004 ).

This ground breaking, new feature allows virtually all of Ritani's exquisitely detailed engagement rings to accommodate any wedding band so that both rings now fit perfectly matched. Women, for the first time ever, can wear their ring and band comfortably together, without any space between them.

The **Perfect Match™** is destined to be a huge hit with customers nationwide, who, up until now, have had no choice but to order their designer engagement rings with bands that just don't match. Retailers interested in hearing more about this fantastic new concept should contact **Joe Green, Director of Sales, directly at (212) 997-7742 ext. 12.**

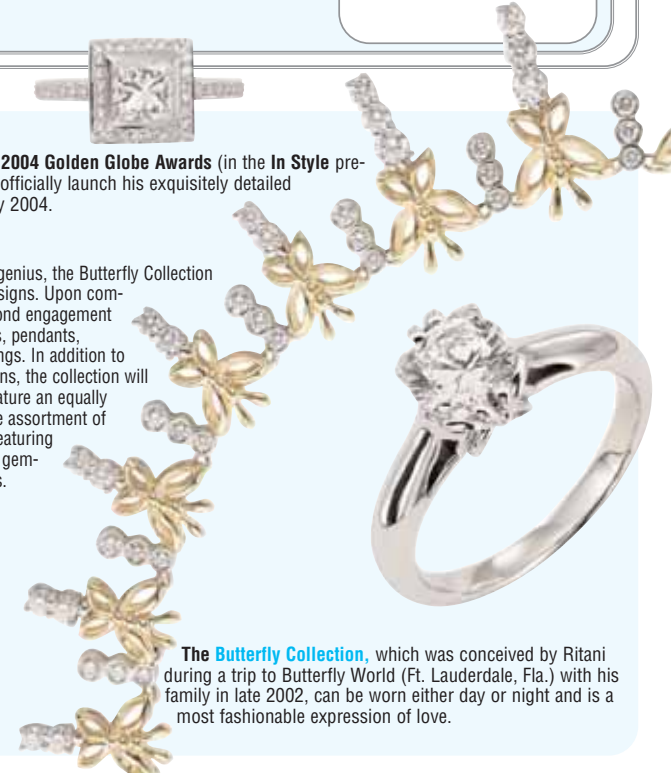


**PERFECT MATCH™**  
**RITANI**  
 DESIGNING YOUR DREAM

**'Butterfly Collection' to Debut in Early 2004**

Debuting with tremendous fan fare during the **2004 Golden Globe Awards** (in the **In Style** presenter gift bag; see section below), Ritani will officially launch his exquisitely detailed Butterfly Collection to the jewelry trade in early 2004.

Yet another example of Harout Ritani's design genius, the Butterfly Collection will roll out with a number of different jewelry designs. Upon completion, the Butterfly Collection will include diamond engagement rings in various styles, wedding bands, necklaces, pendants, bracelets and earrings. In addition to diamond designs, the collection will also feature an equally fashionable assortment of product featuring colored gemstones.



**The Butterfly Collection**, which was conceived by Ritani during a trip to Butterfly World (Ft. Lauderdale, Fla.) with his family in late 2002, can be worn either day or night and is a most fashionable expression of love.

## Ritani in the News...

### Golden Globes

Hot off the presses ....Ritani's new Butterfly Pendant has been selected by In Style Magazine to appear in their 2004 Golden Globe Awards celebrity presenter gift bag. Delicately crafted in 18k gold on an 18k chain, the butterfly is holding three diamonds on top and one small diamond intimately placed on the point of the drop. Harout Ritani will make a personal appearance at this year's show, which airs on January 25th at 8:00 p.m. on NBC Television. Keep an eye out for upcoming media coverage of the Golden Globes gift bags that will include Ritani.



### DIC Holiday Satellite Media Tour

The **Diamond Information Center (DIC)**, the group that conducts public relations on behalf of the **Diamond Trading Company**, recently included a Three-Stone Diamond ring from Ritani's Endless Love Collection in their 2003 holiday satellite media tour. Sally Morrison, Director of the DIC, showcased the ring in nearly a dozen media markets nationwide including Charlotte, NC, Minneapolis, MN and Tallahassee, FL (among others), resulting in excellent exposure for the Ritani brand and Endless Love product during the most crucial of buying periods.

### Associated Press

The Associated Press has included **Ritani** in their 2004 "Bride & Groom" special section that was released across 'the wires' in late December. Over 1,550 newspapers nationwide, magazines, regional publications, etc. have the opportunity to pick up the piece both now and in the future, which highlights Ritani's Royal Crown engagement rings and **Endless Love Collection**.

### Modern Jeweler

Headlining the January issue of Modern Jeweler Magazine is an article entitled, "Brand News: If the Ring Fits, Who Wouldn't Want to Wear It?" Using the launch of **Ritani's Perfect Match** as an impetus for the timing of the piece, Editor-In-Chief Barbara Moss gives readers a more intimate, personal look at Harout Ritani, his company, his family, his passion for jewelry while at the same time, eagerly introducing the **Perfect Match** concept to readers nationwide.

### IDEX Magazine

Ritani, along with its parent company, the **Julius Klein Group**, appeared prominently in a feature article about the two companies in the December issue of IDEX, a leading, international diamond trade magazine. Entitled 'The Perfect Pair', the piece speaks to Harout's beginnings in the diamond trade and to the dedication and hard work that has helped propel him towards the success story he has become today.

### Advertising in 2004

Ritani is excited to report its 2004 advertising schedule, which now includes both bridal and fashion magazines.

<b>For the Bride</b>	Spring, Summer & Fall 2004
<b>In Style Weddings</b>	Summer 2004
<b>Martha Stewart Weddings</b>	Spring, Summer, Fall & Winter 2004
<b>The Knot</b>	Spring & Fall 2004
<b>Wedding Dresses</b>	Spring, Summer insert & Fall 2004
<b>Wedding Style</b>	Yearly book
<b>Marie Claire</b>	March 2004 (open contract)
<b>Town &amp; Country</b>	February through December 2004
<b>W Jewelry</b>	Holiday issue, Spring, Summer & Fall 2004
<b>W insert</b>	June & December 2004

For information about how to get involved in Ritani's local or national advertising campaign(s), contact Ritani Creative Director Amiel Weisblum at (212) 997-7742 ext. 16. [amiel@ritani.com](mailto:amiel@ritani.com)



### Stronger Marketing Team

**Brandee Dallow**, former manager/partner at the **Diamond Information Center (J.Walter Thomson Co.)**, has joined the Julius Klein Group as director of communications & marketing in August of 2003. Dallow will add her expertise and experience to wonderful work being done by Ritani's marketing department, headed by **Amiel Weisblum**, Director of Advertising and Marketing, and **Ani Aghjayan**, P.R.

### 2004 Trade Show Schedule

Members of the retail jewelry trade are welcomed and encouraged to visit Ritani at the following industry trade shows:

**The JA New York Winter Show (NYC);**  
January 25-27; Booth #1137,

**Centurion Platinum Pavilion Salon #203 (Tucson, AZ);**  
February 1-5;

**Couture Jewelry Collection & Conference (Phoenix, AZ);**  
May 29 - June 2; **Salon #135**

**Luxury by JCK (Las Vegas, NV);** May 31 - June 3; **Salon #508**

**JCK Las Vegas (Las Vegas, NV);** June 4-8; **Booth #339-PTP**

**The JA New York Summer Show (NYC)**



**Retailers Benefit from Ritani's** Presence on **adiamondisforever.com** In a recently conducted consumer sweepstakes on **adiamondisforever.com**, three lucky winners were selected to receive Ritani Royal Crown Three Stone Engagement Rings, which will be presented during the month of January at each of three Ritani retailers - **Tappers** (Michigan), **Trabert & Hoefler** (Chicago) and **Laskers** (Wisconsin).

**Ritani** to Make National Television Debut  
Ritani will be the leading jeweler featured on the upcoming cable television show, **GREAT TASTE**, which airs on the **E!**, **WE**, **Oxygen** and **Hallmark** channels. Dedicated to "exploring the finest products and experiences the world has to offer", a bridal focused feature highlighting Ritani as the exclusive jeweler will air approximately 50 times in 25 television markets nationwide. An extensive promotional and ad campaign highlighting this segment is planned for early 2004. A DVD of this show will be available to Ritani retailers as well.

**WEB SITE: [www.RITANI.com](http://www.RITANI.com)**  
We are in the process of upgrading our website to include dynamic technology.

### Sales Incentive Program

Make sure your sales associates are registered for the Ritani sales rewards program. Kindly contact Joe Green for details and more information.

### Ritani Moves Office Space;

Opens State of the Art Factory  
As of Oct 7, 2003, Ritani has moved its office and factory to 2 West 45th Street, 3rd floor (the company has remained in the same building, but moved down from the 14th to the 3rd floor).

With this move, Ritani has not only doubled the size of its facility, it has also added the latest "high tech" equipment and expanded the number of personnel.

With its new, state of the art office and factory, Ritani is confident it will increase its capacity, improve on its deliveries and further enhance its customer service, even further benefiting its customers.



**Ritani's Toll Free Number**  
**1-800-622-8654**