

We're Here to Help

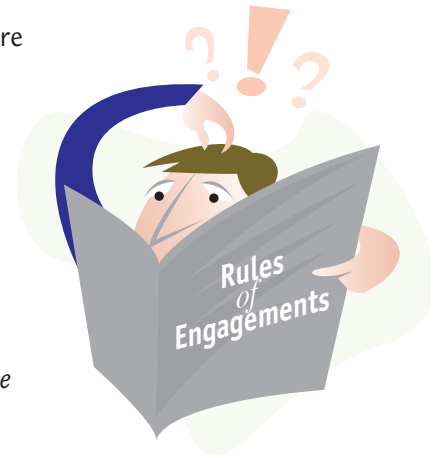
At Novori we're in the business of helping people get the absolute best diamond engagement ring they can. And we love what we do. Of course, working with people in love makes our job that much more satisfying. So thanks for checking out Novori and letting us help you find just the right ring.



How to Buy an Engagement Ring

Congratulations. If you're reading this, you're not only lucky in love, you're also smart to do a little research before you buy online.

No way around it, buying an engagement ring can get complicated. We put together this guide to help you get the ring she'll love as much as you love her -- and she loves you. Millions have gone before you in this quest. And millions will follow. Happy Hunting.



Disclaimer: *There's no law that says that you have to buy an engagement ring. There's also no law that says she can't reply "you must be kidding" when you pop the question but don't produce a ring.*

The Rules of Engagement

Life used to be simple. A guy went to the jewelry store. The salesman talked him into him paying way more than he had planned. He left hoping that she'd say yes -- and love the ring. Of course she usually said she did, even if she really didn't. Now, you've got options for the rules of engagement. There's basically four ways to go; each has an upside and downside.

1. Go it alone. You're the man. You take charge. You don't ask for directions. You somehow find out her ring size and what she likes in a stone or setting without letting on what's going on to anyone. **Upside:** She's totally surprised, and you're comfortable with the cost. **Downside:** She says yes to you, but not so much to the ring. You get another chance to get it right. Maybe you suggest you shop together.

2. Partial Consult. You're a team player. You check with her mother, sister, friends about what she likes and doesn't like in ring styles and stones, whether she's said anything about the "perfect" engagement ring. **Upside:** You're on solid ground for making a good choice. **Downside:** You risk losing total surprise (hard to keep hot information quiet) but get extra points for doing your homework and researching her preferences.

3. Full Consultation. You're full partners with your fiancée. You work together deciding the style, stone, metal and amount to spend. **Upside:** You get a feel for each other's negotiating style in major purchases and she's a very happy camper. **Downside:** You lose the element of surprise, but gain a true sense of partnership.

4. She Picks. You think long term and are confident to let go of control. She likes having full freedom to choose (the same freedom you used to choose her). After all, she'll wear the ring every day; it has to feel good on her finger and suit her lifestyle. **Upside:** She's happy and you can golf while she shops for the ring. **Downside:** You might trade short-term budget pressure for priceless long-term benefit.

5. Call us. You're never alone with Novori. We're just a phone call away and can walk you through the what if's and what next's? **Upside:** You get sound advice from people experienced in the ring-buying business. **Downside:** She overhears you on the phone and you start pretending you're talking about piston rings. Don't worry. We'll play along.

The toll-free number is 1-877-877-4141

To get the right answers, you have to ask the right questions

No two women want exactly the same thing in an engagement ring. But almost every woman has a pretty clear idea what she wants in a diamond engagement ring. We're here to help you find out what that might be by letting you know what questions to ask. If you picked Options 1 or 2, here's what you should be finding answers to:



- **What style of jewelry does she like?** Does she go for bold contemporary styling? The vintage look? Classic pieces that are always in style? If you can't tell one from the other, ask her friends. They'll know. (confidentially, of course).
- **Has she dropped any hints about ring styles?** Think hard. Has she ever mentioned a friend's ring she likes? Or a favorite she saw in a store or magazine? You could be sneaky. Say that you need a new watch, ask her to come to a jewelry store with you – then pass the engagement ring counter very slowly and see what catches her eye.
- **Which metal does she prefer?** You can easily see what color metal she likes by looking at what she's wearing now. Most women have a definite favorite among gold, white gold and platinum. Matching the metal color with her existing jewelry lets her to wear the jewelry more often and co-ordinate it with other pieces.
- **What size diamond does she like?** Although a few women opt for other gem stones, more than 90 per cent expect a diamond – or diamonds – in their engagement ring. And many women want at least 1 carat in her ring ring. It could be one stone of 1 carat. Or a smaller center stone of .60 carat and two side stones of .20 carat each – as long as they add up to one carat. That's the magic number. But if she's let it slip that size doesn't matter or that she prefers a specific type or cut, then you might consider other options.
- **Which stone shape, setting and ring style suits her best?** Different shaped hands look better with different shaped stones, different settings and band widths.
 - Round diamonds are the top pick, but your fiancée may look better in an oval, pear-shaped, square (princess) or marquise.
 - Short fingers look longer and sleeker with a slightly elongated diamond, such as a marquise or oval.
 - Wide bands often make fingers appear even shorter than they are, so proportion band width to finger length.
 - Bold ring styles look better on long fingers.
 - A very delicate setting could get lost on a large hand, making the hand look bigger and the ring smaller.
 - Which would she prefer, a solitaire diamond set alone in a band, or a cluster of stones.
- **What's her ring size?** Her mother, sister or friends might know. If they don't and she wears rings on the engagement finger, one of them could "borrow" one long enough for you to get it sized. Be sure the borrower can keep a secret. You can also request our free Novori ring sizer.

Just call us toll-free at 1-877-877-4141.

If you picked Options 3 or 4, there's only one real question, which always has the same answer: "What do you think, honey?" "Whatever you think, sweetie."

We Make Diamonds Simple.



At Novori we have helped thousands of people buy diamond engagement rings. And we've found that the more they know about diamonds, the happier they are with their purchase. They're really not as complicated as jewelers try to make them. Basically., there are four things you need to know about diamonds. They call them the four C's: Cut, Color, Clarity and Carat. OK. There are really five C's. The fifth in cost. More on the bottom line at the bottom of this page.

The Cut is the most important factor in determining a diamond's brilliance and beauty. Diamonds come in many shapes (round, oval, pear, heart, marquise, emerald or princess). The cut refers to is how well proportioned the diamond has been transformed into its shape. The best cut is the one that best reflects the light that shines into the diamond – the cut that makes it shine most brilliantly. If you want your ring – and romance -- to really sparkle, never accept a diamond with a cut grade less than very good.

The Color in a diamond acts like a filter for the light passing through, cutting down on the light it gives off – and making it show less sparkle. The Gemological Institute of America (GIA) has a color scale that ranks color by letter from D (colorless diamonds) to Z (yellowish or brownish diamonds). The American Gem Society (AGS) ranks color by number, from 0 to 10. The most valuable diamonds have the least color. A “D” or “O” diamond is absolutely colorless – and the most expensive. E and F are degrees of colorlessness, G through J are grades of near colorlessness, and K-Z are shades of yellowness. Novori does not sell diamonds rated lower than J on the GIA scale or 3.0 on the AGS scale. Clearly you want as little color – and as much sparkle -- as you can afford. Find out more at www.gia.edu or www.americangemsociety.org

The Clarity is the number, type and size of flaws -- or inclusions -- in a diamond. The flaws come from carbon deposits or cracks when the diamond is formed. As there is for Color, Clarity has two grading systems. The GIA scale ranges from Flawless to Included to Imperfect. The AGS ranks by number from 0 to 10, with O being the highest, or flawless ranking. Flawless stones are extremely rare and expensive. A slightly included stone – with inclusions that you can't see without magnification – gives you the best value. You don't want to get an imperfect stone for the woman who is perfect for you. At Novori we have more than 150,000 diamonds that we could offer, but we take the time to choose only those that are “eye clean” so there will never be an issue on clarity

The Carat is the weight of a diamond and the most common criteria – even though the cut matters more. 1 carat is equal to 200 milligrams or 0.2 grams. A 1.25 carat diamond will weigh 250 milligrams. Since larger diamonds are rarer than smaller, the price of a diamond increases exponentially with the size of the carat. A 2 carat diamond will always be worth more than two 1 carat diamonds of the same quality. Diamonds ranging from 0.6 carats to 1.25 carats in size have the best size for value ratio and fit easily in most pieces of jewelry. And into most budgets, Which brings us to the fifth, unofficial C, cost.

The Cost of your diamond rings depends on the combination of the first four C's, but even more on what you can afford to spend. Your budget. One rule of thumb is that the engagement ring will cost between two to three months salary. Bottom line: do what's comfortable within your budget. A few years down the road when you're making the big bucks you can also buy a “re-engagement” ring that says she's becomes even more precious to you over the years.

Why Buy Online from Novori

1. You'll save up to 30% to 50% compared to retail jewelry store prices. Unlike them, we have no store overhead, no commissioned sales staff and no sales tax (except for WA state).

2. You get a huge diamond selection. A jewelry store usually has only a few dozen diamonds in stock. We have tens of thousands of loose diamonds online to choose from. Pick the stone you want at the price you want. When you are ready to find the right diamond call us! We truly enjoy helping find the perfect diamond for your budget.

3. Buying is convenient, easy and secure. You can shop whenever you want wherever you are. Order online (with your purchase data protected by Verisign's 128-bit encryption). There's no salesperson pressuring you. You can relax and enjoy looking through our exceptional product selection at your convenience.

4. You get products of exceptional quality. We use only the finest metals and certified diamonds for all our products. Our gemologist verifies the certification of each diamond we sell and every ring is cast, crafted and set by an experienced craftsman.

5. Your custom-made ring is designed and manufactured in the U.S.A. Other retailers import mass produced jewelry. Your ring is handcrafted in the U.S.A., not mass produced in an assembly line. Our craftsman can also make changes to ring designs if you need them.

6. You get free, insured Fedex delivery. Every order (within the U.S.A.) gets free, insured Fedex delivery to make sure that your purchase gets to your door quickly and safely.

7. Your satisfaction is guaranteed. Unlike most retail jewelers, Novori has a 100% money back guarantee. We give you 30 days to see and approve your purchase with no risk. If you're not satisfied, you can return and get a full refund. Novori is registered with the Better Business Bureau. All our products have a lifetime warranty against any manufacturing defects



Why You Can be Sure of a Novori Diamond

Independent laboratories inspect and report on individual diamonds to assure consumers that the diamond's value has been properly assessed. A gemologist physically inspects the diamond under the microscope, determining its proportions, color, symmetry, fluorescence, cut, clarity and carat weight, then issues a grading reports or dossier.

Some grading labs may have their own standards and may be more rigid in one category but more lenient in another. The four best known independent certification laboratories groups are:

GIA - Gemological Institute of America

AGS - American Gem Society Laboratories

EGL - European Gemological Laboratories

IGI - International Gemological Institute

At Novori, we prefer diamonds certified through GIA, AGS or EGL (USA). These laboratories have an excellent reputation in the North American market for providing accurate and consistent un-biased reports. Always insist that a grading report from an independent laboratory be part of your purchase.

Novori only sells certified loose diamonds that meet strict quality standards. We routinely reject diamonds that other online dealers may sell because we want you to be absolutely sure that you have a quality gemstone with impeccable quality. That's why we can guarantee your total satisfaction with a no hassle, 30 day exchange policy for all Novori loose diamonds.

Engagement Rings 101

84% of first time brides get diamond engagement rings

1.75 million diamond engagement rings are sold annually in the U.S.A.

The average cost is \$3,200

The most popular engagement ring style is a diamond solitaire ring

The most popular engagement ring metal is 18k white gold

The most popular shape is a round stone

*Let Novori help you make this heart decision.
So you both come out way ahead.*

We understand what you're going through. The agony and ecstasy of asking someone to marry you. And, of course, getting the right ring. So let us help. We've been there ourselves. And we've helped thousands just like you go make this heart decision.

Just call us toll free at 1-877-877-4141

And enjoy the wonderful feeling of being in love.

