

ASHI ESSENTIALS ~ PRICE COMPARISON CHART

ROUND - DIAMOND STUD EARRINGS

| INFO AS OF OCT 2010 | | 1/4 CTW | 1/3 CTW | 1/2 CTW | 3/4 CTW | 1.00 CTW | 1.50 CTW |
|--|-----------------|---|---|--|---|---|---|
| JEWELRY STORE | DETAILS |  |  |  |  |  |  |
| ASHI [®] | Retail Price \$ | \$420 | \$555 | \$840 | \$1,430 | \$3,290 | \$6,610 |
| | Gold KT | 18 KT | 18 KT | 18 KT | 18 KT | 18 KT | 18 KT |
| | Diamond Color | G - H | G - H | G - H | G - H | G - H | G - H |
| | Diamond Clarity | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 |
| | Certificate | SGL | SGL | SGL | SGL | SGL | SGL |
| | Post / Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs |
| amazon [®] | Retail Price \$ | \$500 | \$515 | \$1,130 | \$1,500 | \$2,850 | \$5,600 |
| | Gold KT | PLAT | PLAT | PLAT | PLAT | PLAT | PLAT |
| | Diamond Color | G - H | G - H | G - H | G - H | G - H | G - H |
| | Diamond Clarity | VS1 - VS2 | VS1 - VS2 | VS1 - VS2 | VS1 - VS2 | VS1 - VS2 | VS1 - VS2 |
| | Certificate | NO | NO | NO | NO | NO | NO |
| | Post / Backs | Friction | Friction | Friction | Screw Backs | Screw Backs | Screw Backs |
| blue nile | Retail Price \$ | \$500 | \$630 | \$1,130 | \$1,500 | \$2,850 | \$5,600 |
| | Gold KT | PLAT | PLAT | PLAT | PLAT | PLAT | PLAT |
| | Diamond Color | H | H | H | H | H | H |
| | Diamond Clarity | VS2 | VS2 | VS2 | VS2 | VS2 | VS2 |
| | Certificate | NO | NO | NO | NO | NO | NO |
| | Post / Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs |
| STERLING JEWELERS ^{INC.} | Retail Price \$ | | \$669 | \$1,500 | \$2,600 | \$4,500 | |
| | Gold KT | | 14 KT | 14 KT | 14 KT | 14 KT | |
| | Diamond Color | | H - I | H - I | H - I | H - I | |
| | Diamond Clarity | | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | |
| | Certificate | | YES | YES | YES | YES | |
| | Post / Backs | | Screw Backs | Screw Backs | Screw Backs | Screw Backs | |
| JARED [®] | Retail Price \$ | | \$700 | \$1,300 | \$2,300 | \$3,800 | |
| | Gold KT | | PLAT | PLAT | PLAT | PLAT | |
| | Diamond Color | | H - I | H - I | H - I | H - I | |
| | Diamond Clarity | | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | |
| | Certificate | | YES | YES | YES | YES | |
| | Post / Backs | | Screw Backs | Screw Backs | Screw Backs | Screw Backs | |
| HELZBERG DIAMONDS [®] moments that sparkle [®] | Retail Price \$ | | | \$800 | \$1,300 | \$2,500 | \$5,000 |
| | Gold KT | | | 18 KT | 18 KT | 18 KT | 18 KT |
| | Diamond Color | | | - | - | - | - |
| | Diamond Clarity | | | - | - | - | - |
| | Certificate | | | YES | YES | YES | YES |
| | Post / Backs | | | Friction | Friction | Friction | Friction |

ASHI RETAIL PRICES APPROX. KEYSTONE

ASHI ESSENTIALS ~ PRICE COMPARISON CHART

PRINCESS - DIAMOND STUD EARRINGS

| INFO AS OF OCT 2010 | | 1/4 CTW | 1/3 CTW | 1/2 CTW | 3/4 CTW | 1.00 CTW | 1.50 CTW |
|---|-----------------|---|---|---|---|---|---|
| JEWELRY STORE | DETAILS |  |  |  |  |  |  |
| ASHI [®] | Retail Price \$ | \$415 | \$570 | \$1,030 | \$1,780 | \$3,380 | \$8,030 |
| | Gold KT | 18 KT | 18 KT | 18 KT | 18 KT | 18 KT | 18 KT |
| | Diamond Color | G - H | G - H | G - H | G - H | G - H | G - H |
| | Diamond Clarity | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 |
| | Certificate | SGL | SGL | SGL | SGL | SGL | SGL |
| | Post / Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs |
| amazon [®] | Retail Price \$ | \$420 | \$560 | \$830 | \$1,310 | \$2,150 | \$4,650 |
| | Gold KT | PLAT | PLAT | PLAT | PLAT | PLAT | PLAT |
| | Diamond Color | G - H | G - H | G - H | G - H | G - H | G - H |
| | Diamond Clarity | VS1-VS2 | VS1-VS2 | VS1-VS2 | VS1-VS2 | VS1-VS2 | VS1-VS2 |
| | Certificate | NO | NO | NO | NO | NO | NO |
| | Post / Backs | Friction | Friction | Friction | Screw Backs | Screw Backs | Screw Backs |
| blue nile | Retail Price \$ | \$420 | \$560 | \$830 | \$1,310 | \$2,150 | \$4,650 |
| | Gold KT | PLAT | PLAT | PLAT | PLAT | PLAT | PLAT |
| | Diamond Color | H | H | H | H | H | H |
| | Diamond Clarity | VS2 | VS2 | VS2 | VS2 | VS2 | VS2 |
| | Certificate | NO | NO | NO | NO | NO | NO |
| | Post / Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs | Screw Backs |
| STERLING JEWELERS ^{INC.} | Retail Price \$ | | \$669 | \$1,500 | | | |
| | Gold KT | | 14 KT | 14 KT | | | |
| | Diamond Color | | H - I | H - I | | | |
| | Diamond Clarity | | SI 1 - SI 2 | SI 1 - SI 2 | | | |
| | Certificate | | YES | YES | | | |
| | Post / Backs | | Screw Backs | Screw Backs | | | |
| JARED [®] | Retail Price \$ | | \$700 | \$1,300 | \$2,300 | \$3,800 | |
| | Gold KT | | PLAT | PLAT | PLAT | PLAT | |
| | Diamond Color | | H - I | H - I | H - I | H - I | |
| | Diamond Clarity | | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | SI 1 - SI 2 | |
| | Certificate | | YES | YES | YES | YES | |
| | Post / Backs | | Screw Backs | Screw Backs | Screw Backs | Screw Backs | |
| HELBURG DIAMONDS [®] moments that sparkle [®] | Retail Price \$ | | | \$800 | \$1,300 | \$2,500 | |
| | Gold KT | | | 18 KT | 18 KT | 18 KT | |
| | Diamond Color | | | - | - | - | |
| | Diamond Clarity | | | - | - | - | |
| | Certificate | | | YES | YES | YES | |
| | Post / Backs | | | Friction | Friction | Friction | |

ASHI RETAIL PRICES APPROX. KEYSTONE