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Contact:

Bruce Chance

410-263-2404

bruce@wrchance.com

**WR CHANCE DIAMOND JEWELERS WINS
AMERICA'S BEST JEWELER AWARD**

WR Chance Diamond Jewelers Selected as One of the Top Couture Jewelry Retailers in the US by one of the most established trade publications, National Jeweler magazine

Dallas, TX, August 2008 - The National Jeweler Network awarded WR Chance Diamond Jewelers with an America's Best Jeweler Award on Saturday, July 26, 2008 at the Westin New York at Times Square, New York for implementing successful winning strategies that were exemplary of best industry performance. WR Chance Diamond Jewelers was selected as a winner for its high customer satisfaction, strong market segment penetration, efficient business operations, maintaining solid financial practices, and effective marketing and sales strategies.

America's Best Jeweler, presented by the National Jeweler Network, is a groundbreaking program daring to establish a benchmark tool for retailers to measure their performance versus the industry. The program facilitates an environment of taking a leadership position that will allow for the betterment of an industry as a whole. It fosters peer-to-peer education to give retailers practical, real-world successful strategies that can be immediately and easily applied to their business. The program is a multi-media platform – print, online, face-to-face, and data reports- for jewelry retailers to interact, share and acquire knowledge from peers on how to become a better and more successful retail executive while celebrating the successes of their peers in the major segments of jewelry retail: Couture, independents, and majors (multi-store, department stores, and more).

Chris Casey, publisher of *National Jeweler*, explains “With the jewelry industry facing more challenges than ever *National Jeweler* saw the need for a program to serve as a benchmarking tool for today's progressive retail jeweler. The jewelers selected based on their performance benchmarked against the industry averages will be an inspiration to retailers who are stymied by today's economic challenges. By the winners sharing their successful strategies they will help the overall jewelry retailing community and inspire their peers to become the next America's Best Jeweler. This is the goal of the program –retailer teaching retailer.”



About WR Chance Diamond Jewelers

WR Chance Jewelers is a family owned and operated jewelry store located in historic downtown Annapolis. Established in 1949, they have been providing the Annapolis area with the finest jewelry for four generations. Providing their customers with reliable service and the highest in quality are the principles of their business: your satisfaction is our only means of success. They focus on supplying customers with access to the finest designers and manufacturers of jewelry from all over the world. The diamonds and colored stones used in their pieces are selected for their quality and rarity. WR Chance has become the standard in Annapolis, when it comes to finding the highest quality jewelry, gifts, or the most detailed repairs. <http://www.wrchance.com>

About The National Jeweler Network

National Jeweler Network offers jewelry industry professionals news on the latest trends in the jewelry industry, as well as information about jewelry trade shows and upcoming events. By providing comprehensive information on trends in the diamond industry, as well as trends in colored stone retailing, National Jeweler should be a Jewelers first stop for jewelry fashion reports and jewelry supplier information.

www.NationalJewelerNetwork.com

