



Contact: Wade Brittingham
Tele: 202.587.5793
Fax: 202.318.7686
Email: wade@jewelsonic.com

For Immediate Release

Revolutionary website changes jewelry business

JewelSonic.com, Washington, D.C. based internet start-up, takes on Goliaths of the diamond and jewelry industry

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Launched in late 2008, **JewelSonic.com** is the premier online marketplace for jewelry and watches, allowing private buyers and sellers, independent jewelry stores and professional appraisers to meet in a common marketplace dedicated exclusively to jewelry. Bringing the jewelry industry together through the internet, **JewelSonic.com** provides a marketplace for consumers to obtain a higher resale value than they would otherwise receive selling their pieces to a jewelry broker. As a result, shoppers are able to purchase preowned jewelry for a fraction of the retail value.

As more attention turns to e-commerce, there is a pressing need to provide consumers interested in jewelry with an alternative online. **JewelSonic.com** creates an online marketplace for consumers, creates higher visibility for independent jewelry stores and connects professional appraisers in a community marketplace focused exclusively on jewelry.

JewelSonic.com is unique from other sites for three main reasons. First, JewelSonic makes it easy for buyers and sellers to connect in person on a local level and involve professional jewelry appraisers in the process. Second, the website is not auction-based like many other sites, but rather an online community marketplace. Third, JewelSonic focuses exclusively on diamond engagement rings, jewelry and watches and hence provides additional value to its consumers.

For additional information, contact Wade Brittingham, or visit www.jewelsonic.com.
If you would like to schedule an interview about JewelSonic.com, please call 202.587.5793 or email Wade Brittingham (wade@jewelsonic.com).