

ESPECIALLY JEWELRY
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August 15, 2009

Dear Friends and Clients,

This letter is being sent to you to inform you of the next chapter in the story of Especially Jewelry. We have prayed that each person who receives the announcement will not only understand, but also share in our enthusiasm. Please know that many hours of diligent planning, research, and, most importantly, prayer, have been invested into this decision. We give thanks first to God for the amazing growth of the business, and then to you—our loyal supporters. Julie and I never imagined that this little community store would touch the lives of so many wonderful people. Words can't adequately express our gratitude and thankfulness to you, for your loyalty and trust. It has been a true honor to get to know all of you and to be your jeweler!

Over the past few years, we have grown to the extent that our facility here in Fountain Plaza is really stretched to the limit. Small office space, limited showroom space, no private consulting areas, to name a few obstacles. Although we nearly decided to move on two occasions, the will of the Lord prevailed, and we stayed here. As many of you may know, in 1999, Drenon Jewelry built a beautiful store just north of the strip center which includes our store. In what might have been thought an unlikely opportunity to begin a rewarding friendship, just the opposite has taken place. After months and even years of researching possible options of a more suitable location, a wonderful idea has been conceived. It is with great excitement that we announce the merging of Especially Jewelry with Drenon Jewelry, effective October 1, 2009. Frankie and Karen Frisch, owners, have announced their retirement at the end of this year. Their son, Stephen Frisch, will become owner/president of Drenon Jewelry January 1, 2010.

Julie will join me, Brenda Cline, and jeweler John Romero at Drenon Jewelry. We would like to gratefully acknowledge the faithful service of Craig Zellers, gemologist, and jeweler Norman Martin, who have served us for many years. They have been invaluable help and special friends to us. We appreciate them so much. Craig's knowledge and expertise have made a major contribution to the success of Especially Jewelry. He and Norman will remain at Especially Jewelry until the transition period is completed, which will offer uninterrupted service to you. This merging—the two stores coming together under the Drenon name, will include the most experienced staff in the metro area. The store will feature a more excellent selection of jewelry than either store, on its own, could offer. We will be able to not only maintain, but enhance the values for which Especially Jewelry is known. The current Drenon staff, headed by owner Stephen Frisch, is eager to meet all of you. This is a unique coming together of three Independence store owners: (Stephen, Brenda, (formerly at Diessl's), and us). This will promote a true community atmosphere. It is humbling and gratifying to be a part of it. This is our invitation to you, our friends, to be a part of it as well.

We will be offering special opportunities to purchase jewelry at our store, with added savings, beginning immediately. We also welcome any questions that you may have. We all look forward to seeing you soon—here, and at the Drenon store, right next door!

With warmest sincerity,

Del Cook

Service ~ Passion ~ Experience ~ Strength ~ Knowledge ~ The neighbors you know and trust