

ASHI ESSENTIALS ~ PRICE COMPARISON CHART

ROUND - DIAMOND STUD EARRINGS

INFO AS OF SEPT 2009		1/4 CTW	1/3 CTW	1/2 CTW	3/4 CTW	1.00 CTW	1.50 CTW
JEWELRY STORE	DETAILS						
ASHI®	Retail Price \$	\$365	\$485	\$780	\$1,355	\$2,785	\$5,795
	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
ASHI®	Retail Price \$	\$430	\$560	\$860	\$1,430	\$2,880	\$5,930
	Gold KT	PLAT	PLAT	PLAT	PLAT	PLAT	PLAT
	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 \$	\$370	\$480	\$930	\$1,630	\$3,460	\$6,830
	Gold KT	18 KT	18 KT	18 KT	18 KT	18 KT	18 KT
	Diamond Color	H - I	H - I	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	SI 1 - SI 2	SI 1 - SI 2
	Certificate	NO	NO	NO	NO	NO	NO
	Post / Backs	Friction	Friction	Friction	Screw Backs	Screw Backs	Screw Backs
amazon®	Retail Price \$	\$600	\$840	\$1,460	\$3,000	\$4,490	\$10,190
	Gold KT	PLAT	PLAT	PLAT	PLAT	PLAT	PLAT
	Diamond Color	G - H	G - H	G - H	G - H	G - H	G - H
	Diamond Clarity	VS2	VS2	VS2	VS2	VS2	VS2
	Certificate	NO	NO	NO	NO	NO	NO
	Post / Backs	Friction	Friction	Friction	Screw Backs	Screw Backs	Screw Backs
blue nile	Retail Price \$	\$435	\$610	\$830	\$1,525	\$2,950	\$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 \$		\$600	\$1,300	\$2,300	\$4,000	
	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	
HELBURG DIAMONDS® moments that sparkle®	Retail Price \$			\$1,000	\$1,999	\$3,999	\$7,499
	Gold KT			14 KT	14 KT	14 KT	14 KT
	Diamond Color			-	-	-	-
	Diamond Clarity			-	-	-	-
	Certificate			YES	YES	YES	YES
	Post / Backs			Friction	Friction	Friction	Friction

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PRINCESS - DIAMOND STUD EARRINGS

INFO AS OF SEPT 2009		1/4 CTW	1/3 CTW	1/2 CTW	3/4 CTW	1.00 CTW	1.50 CTW
JEWELRY STORE	DETAILS						
ASHI®	Retail Price \$	\$375	\$515	\$955	\$1,660	\$3,135	\$7,570
	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
ASHI®	Retail Price \$	\$440	\$595	\$1,035	\$1,760	\$3,255	\$7,700
	Gold KT	PLAT	PLAT	PLAT	PLAT	PLAT	PLAT
	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 \$	\$360	\$530	\$800	\$1,600	\$3,000	\$6,320
	Gold KT	18 KT	18 KT	18 KT	18 KT	18 KT	18 KT
	Diamond Color	H - I	H - I	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	SI 1 - SI 2	SI 1 - SI 2
	Certificate	NO	NO	NO	NO	NO	NO
	Post / Backs	Friction	Friction	Friction	Screw Backs	Screw Backs	Screw Backs
amazon®	Retail Price \$	\$650	\$870	\$1,360	\$2,400	\$4,500	\$9,070
	Gold KT	PLAT	PLAT	PLAT	PLAT	PLAT	PLAT
	Diamond Color	G - H	G - H	G - H	G - H	G - H	G - H
	Diamond Clarity	VS2	VS2	VS2	VS2	VS2	VS2
	Certificate	NO	NO	NO	NO	NO	NO
	Post / Backs	Friction	Friction	Friction	Screw Backs	Screw Backs	Screw Backs
blue nile	Retail Price \$	\$425	\$550	\$750	\$1,310	\$2,375	\$5,100
	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 \$		\$600	\$1,300			
	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 \$			\$1,000	\$1,899	\$2,999	
	Gold KT			18 KT	18 KT	18 KT	
	Diamond Color			-	-	-	
	Diamond Clarity			-	-	-	
	Certificate			NO	NO	NO	
	Post / Backs			Friction	Friction	Friction	