



SPRING CLEARANCE SALE
MAY 17 - 23 / MON THRU SUN / 9:00^{AM} - 6:00^{PM}

SPRING CLEARANCE SALE
SAVE 50% STOREWIDE ON OVER \$4 MILLION DOLLARS OF INVENTORY
INCLUDING BRAND NAME MERCHANDISE REDUCED FOR IMMEDIATE CLEARANCE.

SAVE EVEN MORE! OVER \$50,000 in PRIZES & DISCOUNTS! No Purchase is Necessary.

Prizes include \$25, \$50, \$100, \$250, \$500, \$1000 and \$2500 Gift Certificates to be used immediately. No purchase is necessary and every scratch-off is a winner.



Scratch & Win!

Over \$50,000.00 in prizes and discounts!

No purchase is necessary to win a prize. Every participant is guaranteed to receive a prize or a discount. **Must be scratched off in the store in the presence of a Sales Associate.** See store for details and official rules. Valid from May 17, 2010 thru May 23, 2010. Must be 18 or older. Void where prohibited. To have your name removed from future sweepstakes mailings, send a copy of this mailer, or a 3" x 5" card including your name and address to: Diamond Jewelers Name Removal, 412 Olive Ave., #616, Huntington Beach, CA 92648.

DIAMOND JEWELERS
GULF SHORES

108 20th Avenue East
Gulf Shores, AL 36542
251.967.4141

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
SAN DIEGO, CA
PERMIT NO 3601



Lucky Winner
Mary Richards
123 Sycamore Street
Gulf Shores, AL 36542

50% OFF STOREWIDE - EVERYTHING ON DISPLAY. EXCLUDES PANDORA, HEARTS ON FIRE. OVER \$4 MILLION OF MERCHANDISE ON SALE.

© 2010 Marketing Momentum. All Rights Reserved.