

Press Release

## **DELAMINA ASKS WOMEN TO MAKE A STATEMENT IN A NEW AD CAMPAIGN CONTEST**

### ***Delamina Teams Up with Ultra Exclusive El Rincon del Pedregal in Cabo San Lucas for Grand Prize***

SAN FRANCISCO, CA – March 4, 2009 – Delamina’s provocative advertising campaign is now the focus of the online jewelry company’s first promotion. The “Make a Statement” Contest kicks off this week with Delamina challenging women to create their own “Because” Statement for the company’s next campaign. The winner will be treated to the utmost in luxury with a vacation to the exclusive El Rincon del Pedregal in Cabo San Lucas, Mexico’s premier luxury destination.

“Our ad campaign has been generating buzz since its initial inception,” said Cheryl Black, Chief Operations Officer for Delamina.com. “One of the current statements was even created by Salon.com journalist Kate Harding. We thought it would be fun to have our customers come up with their own “Because” statements. And a dream vacation is at stake.”

The official rules of the contest dictate that you must write a statement answering the question: “Why should a woman buy jewelry for herself?” This Statement should express the Delamina characteristics of: smart, witty, feminine, strong, sassy and real. For complete official rules and to enter go to [www.delamina.com](http://www.delamina.com).

#### **About Delamina**

Delamina is a new jewelry and fashion web site designed specifically for women to shop and play in an environment with direct access to top designers and information about the latest trends. Delamina was created with 3 things in mind: to be interesting and relevant for women, to validate and guarantee purchases, and to provide information on jewelry fashion, style and trends. Delamina was founded by Stephen Silver of S.H. Silver Co. Estate and Fine Jewelry which he founded in 1980 and Cheryl Black, a very female marketing and technology executive.

#### **About Pedregal**

***Pedregal de Cabo San Lucas*** is the first premier residential community in Los Cabos and it remains one of the best. It is one of the few places in the world where you can enjoy unobstructed 360-degree views of two oceans as well as the desert and the mountains. ***El Rincon del Pedregal*** is an exclusive residential ocean view community inside Pedregal, perched on the enclave of a mountain. Its 26 classy and spacious villas are inspired by ecological blend of authentic Mexican traditions and premier smart amenities. [www.elrincondelpedregal.com](http://www.elrincondelpedregal.com)



BECAUSE IT'S YOUR MONEY, AND YOU  
DON'T NEED A FREAKIN' EXCUSE



BECAUSE YOU CAN WEAR IT EVERYDAY



BECAUSE IT MATCHES THOSE JEANS  
THAT MAKE YOUR BUM LOOK SO GOOD