

ANTWERP TV COMMERCIAL SCRIPTS (Revised 4/12)

ANTWERP HAPPY DANCE :30

The Jeweler and Diamond Dealer are intensely negotiating a sale. This is NAME of STORE buying diamonds in Antwerp, Belgium. His reputation for demanding only the best is why he's known here as Le Difficile or "The Picky One." After the Jeweler has closed the deal and the Diamond Dealer has left the room, he jumps up and starts dancing. The Dealer pokes his head in and the Jeweler abruptly drops to his chair. Come see why a diamond from STORE will have you doing "The Happy Dance" too.

LE DIFFICILE IS BACK :30

When I come to Antwerp, sometimes my diamond cutters get a little nervous. What?! Le Difficile is coming?! I don't know what to serve this guy. He's so picky. He's gonna drive me nuts. Look at these. See if these are good enough. Come on guys. This is the best you can do? Le Difficile! When Le Difficile is coming, I have to be extra careful. Le Difficile drives me crazy. He'll only be satisfied with the best, at the best price. They don't call me the picky one for nothing. For the best diamonds in TOWN, Antwerp, and the world, come to STORE.

DIAMONDS FOR CHRISTMAS :30

When celebrating the journey of your love this Christmas, nothing says "I love you" better than a diamond. When choosing that diamond, select one with a journey of its own... an Antwerp diamond from STORE. Jeweler: Hi, I'm NAME from STORE. Each year I travel to Antwerp, Belgium, the world's diamond capital, to bring back the best diamonds just in time to be the perfect Christmas gifts. They may have gone on a journey around the world, but you can find these diamonds right next door at STORE in TOWN.

ANTWERP PRE-TRIP :30

In Antwerp, Belgium, every diamond is unique. Each with its own story. STORE offers you the rare opportunity to be part of that story, by traveling halfway across the world to choose your diamond directly from Antwerp's famed diamond cutters. Come in now before we head overseas, and you can secure your own hand-picked diamond from the city that has made diamonds sparkle for centuries. Experience the romance of an Antwerp diamond only at STORE in TOWN.

HEARTS AND ARROWS :30

Hi, I'm NAME from Store. When I travel here to Antwerp, Belgium, I'm not just looking for diamonds, I'm looking for perfection. That means looking for Hearts and Arrows diamonds. They're cut with perfect symmetry to create a series of heart and arrow shapes that can be viewed through a scope. They are rare because only the most skilled craftsmen can achieve this level of precision. Celebrate your perfect love with the perfect diamond from the diamond capital of the world at Store in Town.

LE DIFFICILE :30

Hi, I'm NAME from Store. Here in Antwerp, Belgium, I've earned the esteemed nickname of "Le Difficile" or loosely translated "The Picky One". "Le Difficile picks the best of the best. This diamond is for Le Difficile. It needs to be made perfectly. We all know The Picky One. Le Difficile is simple. He only wants the very best." Come to Store in Town today.

WHY TRAVEL? :30

Hi, I'm NAME from Store and once again we're in Antwerp, Belgium, to buy diamonds. Why travel _____ miles to buy diamonds? Sure there is a huge price advantage, but it's more than that. This is a parcel of 1.5 carat G, VVS diamonds. On paper they are all the same, but there are one or two that just stand out from the rest. These are the ones we're bringing back to Store's customers. Are our diamonds more beautiful? You bet they are. Store in Town.

DIAMOND HUNT :30

It's Day Three of my Antwerp diamond buying trip, and I've already looked through thousands of diamonds. Grading this many diamonds is exhausting, but that's what it takes to find the very best of the best. Only by traveling here to Antwerp am I able to hand-pick from the world's best diamond selection, and I'm committed to finding only the world's most beautiful diamonds. It may seem unnecessary to travel to this extent, but it's a small price to pay to find the very best. Stop by Store in Town today.

OUR DIAMOND SELECTION :30

At **Store** you won't find a selection of diamonds like this... No, it's a little more like this... At **Store** we travel to the diamond capital of the world to gain direct access to the finest diamond cutters anywhere. Their inventory is our inventory so your options are second to none. Find the diamond you want, direct from Antwerp, Belgium, only at **Store in Town**.

WAFFLES OR DIAMONDS :30

When you think of Belgium, you probably think of this... (Show a stack of steaming Belgian waffles) But when **Store** thinks of Belgium, they think of this... (Show a large assortment of diamonds) **Store travels to the diamond capital of the world Antwerp, Belgium, to find the very best diamonds for you. Our direct access to the Antwerp diamond cutters means we will find the size and style diamond you want at a very special price.** Now, the next time you think of Belgium will you think of this... or this... **Only at Store in Town.**

THE ANTWERP DIAMOND CONNECTION: 30

Getting the best value in a diamond means knowing a jeweler with the connections to buy diamonds in the diamond capital of the world Antwerp, Belgium. **Store** has the connections to buy diamonds directly from the diamond cutters, giving them the ability to hand pick from some of the world's largest inventories. That means more beautiful diamonds at attractive prices. *Hi, I'm Name from Store. Let Store in Town be your Antwerp diamond connection.*

THE ANTWERP DIFFERENCE: 30

Selecting diamonds directly from the world's most renowned master diamond cutters. Accessing tens of thousands of diamonds and billions of dollars in inventory to find the very best. Going straight to the source to obtain an unequalled price advantage. Just a few reasons why buying diamonds directly from the diamond capitol of the world Antwerp, Belgium, can make the difference for you. *Hi, I'm Name from Store and I'd like to invite you to see why the Antwerp Difference is the "Store Name" Difference. Visit Store in Town.*

ANTWERP DIAMOND BUYING: 30

When you're thinking about buying a diamond. How do you know whether or not you're getting the best, most beautiful diamond for your money? **Name of Store** travels overseas to the world's diamond cutting center, Antwerp, Belgium. *Hi, I'm Name from Store. Buying diamonds directly from the cutter gives me the ability to hand pick from some of the world's best diamond inventories.* You can be confident that you are getting the very best diamond for your money at **Store in Town**.

ANTWERP CHRISTMAS: 30

Nothing will make her Christmas sparkle more than a beautiful diamond. **Store** has a stunning collection of beautiful diamonds directly from the diamond capitol of the world, Antwerp, Belgium. This fall **Name from Store** traveled to Antwerp... *Here in Antwerp I am selecting diamonds right from the diamond cutter assuring the best quality and best price.* Make this Christmas one she will never forget with the most beautiful diamond money can buy, from **Store in Town**.

HEART OF THE DIAMOND INDUSTRY: 30

Hello, I'm Name from Store. Welcome to Antwerp, Belgium, the heart of the diamond industry... Store knows that when it comes to diamonds, you want exceptional quality with affordability. That's why Antwerp is **Store's** direct source for the finest diamonds in the world. Stop by **Store** today.

DIAMOND BROKER: 30

Hello, I'm Name from Store. I'm here in the buying offices of the most powerful diamond center in the world, Antwerp, Belgium. You see, Store takes diamonds very seriously, we are not just jewelers we are also diamond brokers. That gives us access to the incredible inventories and low prices that Antwerp has to offer. We are able to search through thousands of carats of diamonds, selecting only the most perfect diamonds at the lowest prices. Regardless of the occasion, Store has the perfect diamond for you.

GENERAL ANTWERP (WE GO): 30

Antwerp, Belgium... the diamond capital of the world. To assure the highest quality diamonds at the best possible prices, **Store** travels to Antwerp to buy directly from the diamond cutter. *Belgians have cut diamonds for centuries, that's why the finest diamonds come from Antwerp.* For the perfect diamond at the perfect price come to **Store in Town**.

IDEAL CUT: 30

Not all diamonds are created equal. The rarest most desirable diamonds are Ideal Cut diamonds. The Ideal cut diamond is perfect in every angle and facet, making it the most beautiful diamond in the world. *At **Store** we travel here to Antwerp, Belgium, to the world's number one ideal cut manufacturer. This gives us access to the largest inventory of ideal cut diamonds at the lowest possible prices.* Stop in to **Store** in **Town**.

ANTWERP DIAMOND GIVEAWAY :30

Store is giving away an amazing Antwerp diamond – and it could be yours! Layne's leaves for Antwerp Belgium, the diamond capital of the world, on **Date**. **Store** will be hand-picking diamonds specifically for their customers and one of those customers will get their diamond for free, with a value up to \$2500. So stop in now to have **Store** choose your perfect diamond directly from Antwerp and maybe it will be free. Only at **Store** in **Town**.