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By Ryn Gargulinski

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(BNN) Most of us have jumped on the internet to buy books, CDs, computer accessories, and clothing. But have you ever used it to purchase anything big? I mean really BIG. No, not a new house or new car (although I am sure some great deals must exist on those auction sites) but something even larger, and by far more meaningful, such as a custom-made diamond engagement ring.

As incredible as it may seem, it is possible to purchase the perfect diamond ring on the web. And it's not just any diamond ring. You could get the ring of your dreams—one that is perfectly matched to your ideal. It will be specially selected from a personable and trustworthy online retailer, who is available on a twenty-four hour basis, and it will be delivered anywhere around the world. How, you ask, is this possible? Well, log on to www.RingDesigner.com and meet diamond connoisseur Greg Gates.

You may still have questions. How do I know I can trust him? What if he sends me a box of chipped glass or, worse yet, something that looks like it came from a Cracker Jack box? Or what if I get nothing at all?

Let's just say you don't build a successful internet business in five years by not delivering. Anyone who has ordered from RingDesigner.com will be happy to tell you that the special ring they received from Gates either matched or far exceeded their expectations.

"The testimonials on the website thoroughly convinced me," says Keith, who had heavily researched rings for his bride-to-be before he was lucky enough to come across RingDesigner.com. After building up three week's worth of correspondence with Gates—who responds to queries, questions and concerns almost immediately through e-mail or on the telephone—Keith, who lives in Dallas, ordered his fiancée a perfectly round stone on a simple and elegant white gold setting. Keith adds that, in addition to the personalized treatment, "the prices were almost too good to be true." RingDesigner.com is also part of the Better Business Bureau (BBB)—something you should always look for when buying online.

Prices convinced Mike and Tiana, a young Texas couple also purchasing an engagement ring for the first time. They had comparison shopped at other ring websites as well as in brick and mortar stores. The results from RingDesigner.com? "We paid maybe one third of what we would have paid anywhere else," Mike says about the large, symmetrically square diamond on a bold gold band. "And we got such great service. I even changed the setting about half-way through and Greg quickly accommodated me on the fly."

Fiona Lutz' ring arrived by FedEx at her home, five hours outside of London, hours before her wedding. "My fiancé and I had been looking at the RingDesigner.com website for weeks. The site was so informative...but we felt a little nervous about ordering from the web." Finally, just one week before their marriage, they contacted Greg. "My ring arrived by courier at two o'clock in the morning on New Year's Day, my wedding day," marveled Fiona, "and when we later had it appraised for insurance purposes, it was valued at three times what we had paid."

Since Gates, whose RingDesigner.com headquarters are in Oregon, has the advantage of not maintaining costly inventory, he has eliminated some major overhead expenses and is able to undercut (pun intended) most other diamond sellers by as much as sixty percent. And it is not by compromising quality. Gates has complete access to a Tel Aviv diamond market's database—over 9,000 independently certified diamonds with a strong emphasis on the Four C's: cut, clarity, color and carat. His rings arrive ready to wear or present, complete with all their diamond certification and a money-back guarantee.

As a finishing touch, each ring is placed in a beautiful black leatherette box equipped with a light. "When my wife opened the box and the light turned on, shining directly on the diamonds inside, she was completely overjoyed," explains Dr. Lewis, a Florida resident. "Tears filled her eyes and she nearly fell over." Although it was a gift for their 50th wedding anniversary, this was the first diamond ring Dr. Lewis bought for his wife. Six kids and household expenses had always gotten in the way. But he promised her a diamond, and now she received a dazzling ring with eight inlaid diamonds across a slick gold band.

Since, like the Lewises, not everyone can afford the ring they want at the time of engagement, Gates is quick to accommodate with a simple stone and setting that can be expanded upon as their marriage — and savings—grow. Tracy and her husband, Chris, began their marriage with a small diamond ring and were looking to elaborate ten years later when Chris was stationed in Heidelberg, Germany. Tracy, after many international conversations with Greg, chose a marquise-shaped stone with a wider band—and that's exactly what she received. "I really liked that I could design my own ring," says Tracy, who also built up a dialogue with Gates before ordering. "Greg is a real professional. He never pressures you."

That's probably because he doesn't need to. The quality gems from RingDesigner.com seem to speak for themselves—or let the satisfied customers do the talking. In fact, perhaps another category can be added to elaborate on the quality of the diamond rings and the service provided by owner Greg Gates. In addition to the "Four C's", he excels in providing the "Four P's": price, precision, personality— and most of all perfect engagement, anniversary or wedding ring!"

None

The Engagement Ring Bling

By Donna Monday

How much should you spend on a diamond engagement ring?

\$100?

\$1000?

How about a whopping \$1 million?

That's what Donald Trump just spent on an engagement ring for his lovely wife to be, Melania Knauss. Can you imagine what it must be like to wear any ring worth that much on a daily basis?

The Donald must hire beefy security guards with names like Wolfgang and Spike just to watch over Melania every time her and her delicate ring finger step out the door.

Buying expensive diamond jewelry for their significant others seem to be a Trump family trait. Well, you've gotta do something with all that money besides invest in real estate deals.

Trump's son, Donald Jr. has just proposed to his fiancée, Vanessa Haydon, with a very impressive four-carat emerald cut diamond ring with a diamond-encrusted platinum band. However, Vanessa's ring can be considered a real bargain at a cost of only \$100,000.

While most regular folks will not be able to come close to spending that kind of money on an engagement ring for their sweethearts, there are still many very wonderful options if you're looking to buy a diamond engagement ring, wedding ring, or wedding band online.

You should be able to find the perfect ring online to fit into your budget. You can even buy a custom engagement ring or wedding ring for a very reasonable price.

So take comfort in the fact that you don't have to be rich like the Trumps to present your loved one with a truly beautiful engagement ring that will make everyone feel very rich indeed.

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Donna Monday

One special moment. One special ring.

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