

AMERICAN Pearl

BACKGROUND

Launched in 1997, **AmericanPearl.com** is the nation's foremost source for premium quality pearls and the most trusted online jewelry retailer. Purchased at the source - Japan, Australia, China, Tahiti, and Indonesia - **American Pearl** eliminates the middleman allowing its customers to select from the finest and highest quality pearls at a fraction of the what brick-and-mortar stores charge.

American Pearl & General Company traces its roots to the time before the digital era changed everything, long before the first networked PC reared its head; even before the first Internet router was built! **AmericanPearl.com** truly is a one of a kind story unlike other e-commerce sites that just appeared out of nowhere.

One of the largest and most known pearl importers servicing North America, **AmericanPearl.com** customers select from products along the lines of necklaces, bracelets, pendants, earrings, rings, tin cups, clasps, and the mystery pearl.

Even now, with 50 years in the business of procuring pearls, its owners still believe educating the public about pearls is the top priority. **American Pearl** understands a customer's need for effective information, security and confidence when making a substantial purchase of a pearl strand for a loved one. American Pearl demands high standards from its customers. The company empowers them with all the skill and knowledge needed to make fully informed choices and to become "experts in training" in the pearl field.

The Company designed its site to be an educational and referential tool in the pearl-buying process. Founder Charlie Bakhsh's legacy continues after more than a half century and combines jewelry expertise and uncompromising ethics. When Charlie started the **American Pearl** business in 1950, his approach was simple: provide the finest pearls at the best possible prices. This robust philosophy continues to guide his family-owned business passed down through passionate generations.

Charlie's son Eddie took the reins in 1990, armed with the wisdom and experience meticulously passed onto him. Eddie brought **American Pearl** into the Information Age by launching the destination now recognized the world over as www.americanpearl.com.

And so what began as a tiny store front in the heart of New York's diamond district has grown in to a true international pillar in the trade. Today, the Company widely regarded as the most reliable and honest source of pearls is the proud purveyor of pearls that have graced necklines on some of the world's most dazzling famous figures: Hollywood stars, media figures, dignitaries, diplomats, heads of state and even some public curiosities.

American Pearl is a longstanding member of the Jewelers Board of Trade, a firm that still provides the time-honored devotion and commitment to customers Charlie Bakhsh exhibited on day one of his Company's birth.

AMERICAN *Pearl*

Today, **AmericanPearl.com** provides its customers a global selection of the highest quality gems found online.