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Couples Postponing Engagement in the Recession: Relief from the latest breakthroughs in diamond science.

Las Vegas, NV – May 28th, 2009 - A proposal for marriage puts couples face-to-face with one of the single largest expenses of any wedding – the engagement ring. Most commercial wedding sites are offering tips on how to negotiate with vendors, anything from bridal wear to entertainment. When it comes to cost savings for a diamond engagement ring, the information “well” seems a little dry. It is easy to see why some couples are going so far as to put off their engagements. Other couples may settle for smaller center stones and similar pennywise options. MiaDonna & Company believes consumers deserve more.

Using the latest diamond science, MiaDonna & Co offers consumers an alternative to earth-mined diamonds which they believe will appease green consumers, brides on a budget and diamond lovers alike. They offer a new category of diamond alternative that employs a patent-pending infusion of amorphous diamond, surpassing previous technology that simply involved diamond-like coating of a simulant. Founder and CEO, Anna-Mieke Anderson claims, “our company is committed to being the ethical, environmentally friendly, beautiful and affordable diamond alternative provider for consumers.”

The wedding industry as a whole began a decline in 2008 that could continue through 2014 according to www.theweddingreport.com. Bridal jewelry is no exception, but that’s good news to Anderson, “the economy is making consumers take more time in evaluating purchasing decisions and they want more from vendors, which is only creating greater demand for what we have to offer.”

“Price is an issue,” claims Anderson, “I don’t believe couples should go into debt or spend three months wage on an engagement ring. I’d rather see a couple use that money to invest in their relationship – on experiences or resources that will deepen their commitment and respect for each other.” The MiaDonna Diamond Hybrid™ is under \$400 per carat, compared to \$8,000 for an earth-mined diamond of similar grading. “We stand behind our product with a Lifetime Warranty, in case any consumers experience reverse sticker shock. We don’t want our affordability to cast a shadow of doubt on our quality,” says Anderson.

When it comes to diamonds, measurements of various characteristics help define a stone as ‘beautiful’ according to industry accepted standards. MiaDonna professes that the beauty of their product is demonstrated by independent tests proving brilliance, carbon content, the significant presence of diamond bonds, and a non-porous surface. The MiaDonna Diamond Hybrid™ uses patent-pending technology that infuses amorphous diamond into the upper layer of a simulant seed. “We’re not trying to pass these off as earth-mined diamonds. We’re not a traditional simulant either -the Hybrid is arguably more beautiful, because it’s created using man-made diamond,” explains Anderson.

MiaDonna & Company LLC

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MiaDonna & Co. raised their voice of commitment to rebuilding diamond mining communities when they launched their charitable foundation, The Greener Diamond in August 2008. Since then they've soft launched an awareness campaign with the help of endorsee Johnny Littlefield of ABC's Extreme Makeover Home Edition. Other celebrities that support their efforts – Nenna of America's Next Top Model, Kevin Christiana of Project Runway, and Epic recording artist Lenka.

About MiaDonna:

MiaDonna & Co LLC. is focused on delivering affordable, ethical and environmentally friendly diamond alternatives that are made with diamond without sacrificing beauty. Using the latest technology science has to offer, they provide consumers an alternative to earth mined diamonds and precious metals. MiaDonna is also dedicated to supporting communities who have been affected by wars fueled by conflict diamonds through their foundation TheGreenerDiamond.org.

About The Greener Diamond:

For more information, please visit: <http://www.thegreenerdiamond.org> or <http://www.miadonna.com>.