

thisRING.com

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Revolutionary new service creates the perfect proposal.

A wedding proposal without a ring doesn't exactly fulfill every woman's dream, but a proposal with the wrong ring can be a disaster. Launching globally this week is ThisRing.com, a service that answers the question on every man's mind, "what ring does she want"?

Knowing your partner's taste and style when finding the perfect engagement ring may come naturally to some but for many, it's not an easy task. It can be stressful, especially when the proposal is a surprise. ThisRing.com is the first service of its kind that helps a man make an informed decision when trying to woo the woman he loves.

ThisRing.com allows women to choose the style and characteristics of their dream ring. By simply uploading a photo, women are asked to select their preferred style, colour, shape, metal choice and ring size. For a small fee, men will be able to see these notes upon retrieval of their partners' account information.

Antique or modern, pear or princess cut, claw settings and colour - engagement rings have a language of their own. ThisRing.com helps men understand it.

ThisRing.com was developed by Charlie Goldsmith, founder of leading Australian print, design and web agency Cassette, to revolutionise the way men shop for an engagement ring.

"The idea for ThisRing.com came to me on New Year's Day and I began work on the project immediately."

"There was a point where I was looking to buy an engagement ring, and even though I felt confident, I could never have been sure about my decision. I would have preferred to know that she was 100% happy. I was caught between asking my partner at the time what she wanted, and wanting to surprise her. For a man to try and choose what a girl wants, it is rarely a good idea." Charlie said.

For women who dream of the perfect proposal, and men who dream of getting it right, this revolutionary new service is an ideal solution.

Finding the perfect engagement ring has never been easier thanks to ThisRing.com.

Access the groom account at Thisring.com with the login media@thisring.com and password: mediatest or create your own bride account for full functionality.

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