



Dear Valued Customer,

For close to 25 years, Ashi Diamonds has offered the Independent Jewelers the latest designs and innovations in jewelry product and marketing. We are dedicated to offering you the highest value and personalized service to grow your Business and your Brand. Ashi's cutting edge Jewelry combined with our innovative Marketing & Ecommerce Programs work to increase your market share, profitability and Build your Brand.

As you are well aware, there has been a continuous decline in the value of the US Dollar relative to other foreign currencies, as well as large increases in labor, gold & diamond prices which constitute the major value of our jewelry products. Along with increases in other expenses faced by nearly every business in the nation, is the stricter credit policy being enforced by US Banks towards all its creditors.

Ashi Diamonds is no exception in experiencing these increased overheads and pressures. To offset these higher expenses, most companies would start cutting corners in both quality and services. Ashi Diamonds, however, will do neither of that. We are now more determined and committed, to offer you extraordinary value and service, especially during such hard times.

The only issue we must bring to your attention is a long established company policy that now, by necessity, will have to be enforced.

Due to the deepening US Credit crisis our Banks have compelled us to enforce an Interest/Finance Charge to all Past Due customers as a requirement for extending credit. On the rare occasion that an account becomes delinquent by more than 30 days past the agreed due date, a **1.50% Interest/Finance Charge per Month** will be added to the existing balance of the overdue account. This is more than fair and an irrelevant point to all customers that keep their accounts current. This policy does not effect any seasonal or special terms that have been extended to you.

We also have received many customer requests to **Accept Credit Cards** against their open or past due balances. To incorporate this request we have now decided to accept payments via credit cards. However, we will institute a minor transaction fee of 3% for American Express and 2.50% fee for MasterCard, Visa & Discover.

Ashi has also decided to offer a **2% Early Payment Discount** for payments made within 10 days of the invoice date. This discount will not be offered on payments made via Credit Cards and on COD Invoices.

Ashi has been a Member of the Jewelers Board Of Trade for over 20 years and we have recently partnered with them in the **JBT Interchange Program** where we are required to submit our Customer's Aging Report electronically to JBT every month. If you have any past due balances – these will be reported to JBT and reflected in your JBT Credit Report. To avoid any decreases in JBT Credit Ratings, please keep your account in current status.

Thank you for your cooperation, as we look forward to working with you over this coming year to Grow your Business and Build your Brand.

Regards,

Ashi Diamonds LLC