

FOR IMMEDIATE RELEASE

Soo Kee Jewellery presents the Larger-Than-Life Musical Box!

SINGAPORE, 5 December 2007 – This Christmas, Soo Kee Jewellery is proud to present the **Larger-Than-Life Musical Box**. This is the **largest ever musical box in Singapore** and will be on display at Bugis Junction!

Inspired by Bugis Junction's Christmas theme, this Larger-Than-Life Musical Box is a **stunning 3.4m by 3m contraption** and holds a **motorized platform** whereby a **life-size replica of Serafina Pekkala**, a character from the movie **The Golden Compass** takes centre **stage**.



Come see the Larger-Than-Life Musical Box at Bugis Junction!

Watch as the Larger-Than-Life Musical Box comes alive with performances by the children's choir and ballerinas amongst many other spectacular acts to take place every weekend. The Musical Box will be playing along to the melodic tunes from the Original Soundtrack of The Golden Compass.



Accompanying this titan of a musical box will be the most exclusive jewellery box anyone has ever set eyes on. **The jewellery box, encrusted**

This diamond jewellery box is studded with 3110 diamonds and worth \$2.35million



with 3110 diamonds, totaling over 41 carats, is surrounded by 2177 rubies and sapphires.

Valued at \$2.35million, the jewellery box will also be on display at Bugis Junction and is a sight to behold. A baby version of the jewellery box, studded with diamonds, rubies and sapphires, worth \$58,898, will be given away as the bonus prize to one lucky shopper of Bugis Junction. A minimum spend of \$50* at Bugis Junction from 7 to 31 Dec 2007 will entitle shoppers to one draw chance and Soo Kee Jewellery customers will get their chances tripled*!



Stand to win this diamond jewellery box worth \$58,898

Come join us as we unveil the Larger-Than-Life Musical Box at Bugis Junction on 5th December 2007! It will be on display at Bugis Junction until 30th December 2007.

*(terms and conditions apply)

###

About Soo Kee Jewellery

A company of the Soo Kee Group, Soo Kee Jewellery is the contemporary home-grown jeweller that believes in celebrating life's intimate relationships and most significant moments with precious and beautiful jewellery.

To Soo Kee, diamonds are the perfect marriage of the art of man and the art of nature, evident through the brand's commitment to secure the world's finest diamonds. This has led to Soo Kee Jewellery being awarded the exclusive distributorship of the patented Brilliant Rose® diamonds in Singapore and Malaysia.

Equipped with a forward-looking team of jewellery designers, Soo Kee Jewellery constantly pursues unique, creative and exquisite designs that symbolise a passion for life, love and artistry.

Soo Kee Jewellery upholds a firm philosophy of realizing dreams by presenting meticulously crafted and exquisite diamond jewellery. Browsing for diamonds is a pleasant experience amidst wood-panelled boutique décor which is luxurious yet cosy, and accompanied by unobtrusive, friendly and professional customer service.