

FOR IMMEDIATE RELEASE

Soo Kee Jewellery celebrates Nation's glory with its new creation

SINGAPORE, 23rd August 2007 - Inspired by the nation's vibrancy and energy, Soo Kee Jewellery created the Enchante Regalia™ – a stunning Red Coral, Diamond, Pearl and Garnet neckpiece fit for a queen.

At the end of this extraordinary creation is two floral pieces that is set with flaming red corals and thousands of sparkling diamonds. The floral design represents the country in full bloom as it grows each year with vitality. The long strands of diamonds, pearls and garnet suggests the unity and strong bonds amongst its multi-racial community.



An elegant piece with its unspoken words celebrates the birthday of our nation with pride and joy. The Enchante Regalia™ Necklace/brooch retailing at \$138,998, bracelet at \$29,398, ring at \$9,298 and earrings at \$5,688, will be exhibiting at the Singapore International Jewellery Show 2007 from 23 – 26 August 2007 at Suntec Convention Hall. For more information, please call 6512 6222 or visit our website www.sooke.com.

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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.