

\$685
1/2 tdw
reg. \$1141
Genuine
Sapphire &
Diamonds



R I D D L E ' S A N N U A L

Anniversary Celebration

CELEBRATE RIDDLE'S
49TH YEAR AS YOUR
FAVORITE JEWELER!

Save 40-60%

ALL DIAMOND &
GEMSTONE JEWELRY



\$449
1/2 ct tw
reg. \$785

*Journey
Diamond
Jewelry*

"With Every Step,
Love Grows."

\$249
1/3 ct tw
reg. \$427



\$939
1/2 ct tw
reg. \$1570

RIDDLE'S JEWELRY

Since 1959

Thank you for 49 years
of friendship and business!
We're celebrating by opening
our 49th store in Gillette, WY!

Shop online 24/7 www.riddlesjewelry.com

For the Bride ...



3/4 ct tw
reg. \$1712



1 ct tw
reg. \$1700



1 ct tw
reg. \$1712

Riddle's Diamond Advantage

- Lifetime Diamond Guarantee
- In-House Service & Repair
- Custom Design Capabilities
- Laser Identification
- Diamond Certification

Your Choice \$999

IN LIFE AND IN LOVE
it's the Riddle Things
THAT TOUCH THE HEART.



\$2499
2 ct tw
reg. \$4285



\$1499
1 ct tw
reg. \$2800



Starting at:
1/4 ct \$339
1/2 ct \$929
3/4 ct \$1999
1 ct \$3429
1 1/2 ct \$5999
2 ct \$8999



Starting at:
1/4 ct \$299
1/2 ct \$939
3/4 ct \$1699
1 ct \$2569
1 1/2 ct \$5139
2 ct \$8099



\$149
1/10 ct tw
reg. \$255



\$149
1/5 ct tw
reg. \$255



\$99
reg. \$237.50

*Genuine
Mt. Rushmore
Black Hills Gold*



\$299
1/4 ct tw
reg. \$729

*...for the
Groom*



\$149
1/10 ct tw
reg. \$355



\$599
.12 ct tw
reg. \$1000

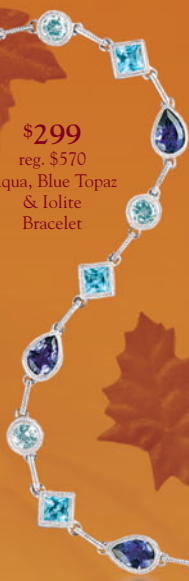
*Ask about
6 Months
Interest-Free
Financing!**

APPLY FOR YOUR
RIDDLE'S CARD TODAY!



Shop online 24/7 www.riddlesjewelry.com

\$299
reg. \$570
Aqua, Blue Topaz
& Iolite
Bracelet



\$59
reg. \$100
Created
Sapphire



\$99
reg. \$170

*Created
Sapphires*

\$69
reg. \$114

*September's
Birthstone*
Sapphire



\$119
reg. \$212
Created
Sapphire



\$469
reg. \$785
Genuine
Sapphire



\$99
reg. \$185
Genuine
Tanzanite

\$99
reg. \$170
Opal & Pink
Tourmaline



\$79
reg. \$142
Opal & Pink
Tourmaline



\$99
reg. \$170
Opal



\$49.99
reg. \$172
Genuine
Tanzanite

*Genuine
Mt. Rushmore
Black Hills Gold*



\$99
reg. \$297.50
Genuine
Tanzanite



*Stunning
Fall Color!*
Chocolate Pearls
(Freshwater)

\$49
reg. \$85
Earrings

\$99
reg. \$170
18" Strand

Matching bracelet also
available for \$69 (reg. \$115)

Y Also available in Yellow Gold
W Also available in White Gold

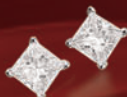
Riddle's Pricing Advantage...
Because we manufacture many of our own jewelry designs,
we are able to offer such affordable sale prices!

| Trusted Since 1959



\$499
3/4 ct tw
reg. \$855

Princess Cut Solitaires
SPECIAL VALUE!



\$79
1/5 ct tw
reg. \$200



\$249
1/4 ct tw
reg. \$427

\$199
1/4 ct tw
reg. \$355



\$199
1/4 ct tw
reg. \$355



\$119
1/7 ct tw
reg. \$212



Diamonds
are always the right choice!

Anniversary Sale Special!

Present this coupon to receive this beautiful Journey Diamond Pendant for the incredibly low price of

(also available in white gold)

\$99.00

1/4 ct TW, reg. \$212



Journey Diamond Jewelry

"With Every Step, Love Grows."

Coupon valid at all Riddle's Jewelry store locations. Cannot be combined with any other offer or discount. Offer expires September 30, 2008. While supplies last.



\$149
1/4 ct tw
reg. \$285



\$99
1/4 ct tw
reg. \$170

Y Also available in Yellow Gold

W Also available in White Gold

RIDDLE'S
JEWELRY

SHOP ONLINE 24/7:
www.riddlesjewelry.com

Customer Service:
1-800-400-2226

(Mon-Fri; 8am-5pm, Mountain Standard Time)

Since 1959 - 49 Locations - Serving a 10 State Area

IOWA
North Grand Mall - Ames
NorthPark Mall - Davenport
Marshall Town Center - Marshalltown
Southridge Mall - Mason City
Southern Hills Mall - Sioux City
Crossroads Center - Waterloo
Westland Mall - West Burlington

ILLINOIS
SouthPark Mall - Moline

KANSAS
Garden City Plaza - Garden City
The Mall at Hays - Hays
Hutchinson Mall - Hutchinson
Manhattan Town Center - Manhattan
Central Mall - Salina

MINNESOTA
Paul Bunyan Mall - Bemidji
Westgate Mall - Brainerd
Kandi Mall - Willmar

MONTANA
Rimrock Mall - Billings
Bridger Peaks Town Center - Bozeman
Butte Plaza Mall - Butte
825 10th Ave. South - Great Falls
Kalspell Center Mall - Kalspell
Southgate Mall - Missoula

NEBRASKA
Village Centre Mall - Columbus
Conestoga Mall - Grand Island
Hilltop Mall - Kearney
Sunset Plaza Mall - Norfolk
Platte River Mall - North Platte
Monument Mall - Scottsbluff

NORTH DAKOTA
Kirkwood Mall - Bismarck
Prairie Hills Mall - Dickinson
West Acres Mall - Fargo
Columbia Mall - Grand Forks
Buffalo Mall - Jamestown
Dakota Square Mall - Minot

OKLAHOMA
Washington Park Mall - Bartlesville
Arrowhead Mall - Muskogee
Oakwood Mall - Enid

SOUTH DAKOTA
Lakewood Mall - Aberdeen
University Mall - Brookings
Main Street - Mitchell
Highland Mall - Mitchell
Pierre Mall - Pierre
202 Disk Drive - Rapid City
Mt. Rushmore Outlet - Rapid City
The Galleria at 41st - Sioux Falls
Watertown Mall - Watertown

WYOMING
Eastridge Mall - Casper
Frontier Mall - Cheyenne
Powder Basin Center - Gillette
(Opening early Oct. '08)

All diamond weights are approximate. TW indicates total weight of diamonds which may vary +/- .04 ct. Created Gemstones are Lab Grown. Situations may occur where all jewelry items may not be available. Merchant reserves the right to correct typographical errors. Jewelry enlarged to show detail. *Interest-Free Financing subject to credit approval. See store for financing details. Offer expires September 30, 2008.