

SHOW HER YOUR LOVE

WITH A GIFT FROM
RIDDLE'S JEWELRY



\$149
reg. \$285



*Tanzanite
and Diamonds*

\$349
1/5 ct dtw
reg. \$570



*Radiant
Chocolate Diamonds*

\$549
1/2 ct tw
reg. \$855



*Green Amethyst
and Diamonds*

\$99
reg. \$170



\$149
reg. \$285

REMEMBER
VALENTINE'S DAY
FEBRUARY 14TH

\$899
3/4 ct tw
reg. \$1427

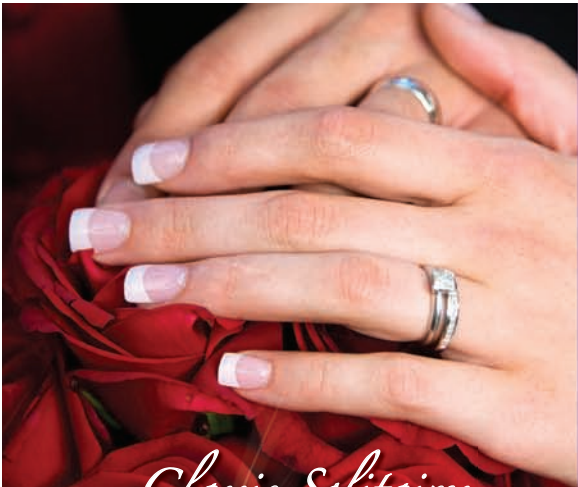


LOOK INSIDE FOR MANY
GIFTS UNDER \$100!

RIDDLE'S
JEWELRY
Since 1959



Shop online 24/7 www.riddlesjewelry.com



Classic Solitaires



STARTING AT
 1/4 ct \$399
 1/2 ct \$999
 3/4 ct \$1999
 1 ct \$3499
 1 1/2 ct \$5999
 2 ct \$8999

STARTING AT
 1/4 ct \$349
 1/2 ct \$999
 3/4 ct \$1999
 1 ct \$2999
 1 1/2 ct \$5499
 2 ct \$8499

IT'S THE
Riddle Things
 THAT MAKE
 THE DIFFERENCE!

LIFETIME DIAMOND GUARANTEE
 IN-HOUSE SERVICE & REPAIR
 CUSTOM DESIGN SERVICE
 DIAMOND CERTIFICATION
 PLUS ...

12 MONTHS NO-INTEREST
 OPTION FINANCING*



WHEN YOU
 USE YOUR
 RIDDLE'S CARD

~ ALL CARAT WEIGHTS ARE APPROXIMATE ~
 THESE CALCULATIONS APPLY TO ALL DIAMOND
 MERCHANDISE FEATURED IN THIS PUBLICATION.

1/10 ct can be .09 to .11 carat	3/8 ct can be .37 to .44 carat
1/8 ct can be .12 to .13 carat	1/2 ct can be .46 to .56 carat
1/7 ct can be .14 to .17 carat	3/4 ct can be .70 to .79 carat
1/5 ct can be .18 to .22 carat	1 ct can be .96 to 1.06 carat
1/4 ct can be .23 to .28 carat	1 1/2 ct can be 1.46 to 1.55 carat
1/3 ct can be .29 to .36 carat	2 ct can be 1.96 to 2.05 carat

* See page 4 for details.

Diamond Bridal Rings

\$999
1 ct tw
reg. \$1850

\$1199
5/8 ct tw
reg. \$1712

\$1999
1 ct tw
reg. \$2855

\$1599
1 1/2 ct tw
reg. \$2712

Promise Rings

\$119
1/14 ct tw
reg. \$200

\$119
1/4 ct tw
reg. \$255

\$119
1/20 ct tw
reg. \$185

\$99
.03 ct tw
reg. \$185

\$199
1/7 ct tw
reg. \$285

\$59
1/10 ct tw
reg. \$125

For Him

\$899
1/2 ct TW
reg. \$1427

\$199
reg. \$285
Tungsten Carbide

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

SHOP ONLINE WWW.RIDDLESJEWELRY.COM



*Chocolate Pearl
and Sterling Silver*
NECKLACE & EARRINGS

\$29.99
reg. \$65



\$12.99
reg. \$26



*Blue
Topaz*
\$99
reg. \$200



*Beautiful
Garnet*

\$129
reg. 212



\$129
reg. \$185
(Enhanced
with Citrine
Stones)

*Aquamarine
and Sapphire*

\$169
reg. \$285



Set \$99

(Also available
in Created
Ruby)



Amethyst
FEBRUARY'S
BIRTHSTONE

\$99
reg. \$200



\$59
reg. \$100



\$59
reg. \$100



\$49
reg. \$85



\$79
reg. \$127

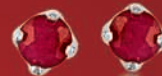
Rich Rubies

\$99
reg. \$170
Genuine
Ruby &
Diamond



\$99
reg. \$212
Created Ruby

GENUINE RUBY & CZ
PENDANT & EARRINGS



Set \$14.99
reg. \$50 - Sterling Silver



GIVE YOUR
Little Cupid
SWEET GIFTS OF
GEMS & GOLD!



RIDDLE'S JEWELRY - FAMILY OWNED & OPERATED SINCE 1959



\$49.99
reg. \$151



\$45
reg. \$74.50
Sterling Silver



\$39.99
reg. \$144



\$79
1/10 ct tw
reg. \$142

Journey Heart Pendant



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

MTA Rushmore
BLACK HILLS **Gold**



\$69.99
reg. \$181



\$49.99
reg. \$164



\$79
1/10 ct tw
reg. \$142



\$299
1 ct tw
reg. \$500



\$199
1/4 ct tw
reg. \$370

Chocolate and White Diamonds



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

Black and White Diamonds



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



\$199
3/8 ct tw
reg. \$285

MATCHING STERLING SILVER & GOLD Set \$49

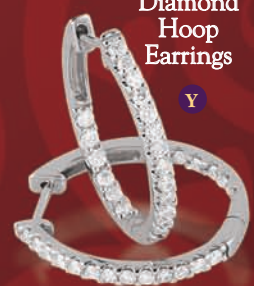


\$29
1/20 ct tw
reg. \$57



\$29
1/20 ct tw
reg. \$57

"Inside/Out" Diamond Hoop Earrings



\$399
1/4 ct
\$599
1/2 ct
\$999
1 ct

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

Valentine Special!

PRESENT THIS COUPON TO RECEIVE THIS STUNNING JOURNEY DIAMOND PENDANT FOR THE INCREDIBLE LOW PRICE OF

\$29.99

.02 ct TW, reg. \$85

Coupon valid at all Riddle's Jewelry store locations. Cannot be combined with any other offer or discount. Offer expires February 28, 2009.



SINCE 1959
49 LOCATIONS
SERVING A 10
STATE AREA

- IOWA**
North Grand Mall - Ames
NorthPark Mall - Davenport
Marshall Town Center - Marshalltown
Southbridge 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 - Milbank
Highland Mall - Mitchell
Pierre Mall - Pierre
202 Dick 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

RIDDLE'S
JEWELRY

SHOP ONLINE!
WWW.RIDDLESJEWELRY.COM

CUSTOMER SERVICE:
1-800-400-2226

(MON-FRI; 9AM-5PM, MOUNTAIN STANDARD TIME)

All diamond weights are approximate. TW indicates total weight of diamonds which may vary. Colored Diamonds are Lab Treated. 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. Special terms apply to purchases charged with approved credit to your Riddle's credit card issued by Wells Fargo Financial National Bank. Regular minimum monthly payments are required during the special-terms period. The no-interest option means there is no interest if your purchase is paid in full within the special-terms period; otherwise, interest accrues from date of purchase at the regular APR. The regular APR is 21.9% as of 01/01/2009. Offer expires 2/28/09.