

**ROCKIN' ROBBINS GOES LIVE – ROCKIN' WITH
PHILLY'S SPORTS FANS!**

**ROBBINS DIAMONDS TAKES NEW ANIMATED CHARACTER LIVE
AT THE WACHOVIA CENTER COMPLEX,
LAUNCHING SERIES OF APPEARANCES AT AREA VENUES**

Could be the best thing to happen to Philly sports fans since the cheesesteak. While mascots are most often associated with sports teams, a new player entered the field this past week, marking an innovative move by a local retailer. The mascot's name is "Rockin' Robbins," a.k.a. "the guy with the diamond in his beard" and this week he took a jump shot straight into the hearts (and photo albums) of sports fans, making his debut as Robbins Diamonds' new ambassador during the Sixers-Pistons game at the Wachovia Center and the Phantoms-Norfolk game at the Spectrum.

Leaping from the company's just-launched animated television campaign, the 7ft. tall character, modeled after Robbins' CEO Jerry Robbins (the original "guy with the diamond in his beard") and the "L'il Jerry" cartoon character created for the campaign, came to life meeting and greeting fans in the parking lot and in the Concourse, doing dance routines and taking photos, launching a series of appearances at venues across the region, including Sixers and Flyers games throughout the year. Both photos and video clips of the mascot's appearances will be accessible to fans on the Robbins Diamonds website, at <http://www.robinsdiamonds.com/mascot>

So... could Hip Hop have a new pal? Could be. The mascot was trained by none other than the master himself – Dave Raymond, the original Phillie Phanatic, now known as the Emperor of Fun and Games through his consulting company, The Raymond Entertainment Group.

Part of an expanded promotional effort to raise awareness, the mascot appearances are merely one element of a broad-based collaboration with Comcast-Spectacor. Going to a Flyers or Sixers game? Keep your eyes on the JumboTron for the Kiss Cam! The Fan Cam scans the audience for couples to kiss when the camera hits them, providing some interesting moments -- as the couples kiss, Jerry's voice booms out his infamous "Yeaaaaah!" And make sure to catch the specially-produced, live-action animation of Robbins Diamonds' L'il Jerry on the LED Power Ring that runs around the entire stadium at the Suite level, during each game.

The top-rated Diamond specialist in the region and one of only a handful of Bridal Jewelry specialists in the country, Robbins Diamonds is breaking new ground on all fronts. From the new animated television ads to becoming one of the first advertisers to take advantage of radio streaming capability on the internet, to building visibility on select websites, the company is expanding its brand messaging around its most recognizable icon -- Rockin' Robbins" CEO Jerry Robbins, a.k.a. "the guy with the diamond in his beard," -- and Rockin' with a whole new twist.