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ROBBINS DIAMONDS ROCKS INTO ALLENTOWN, PA WITH OPENING OF NEW SUPERSTORE

*From Coffee Bar To Kids Lounge, Private Banquettes To Plasma TV And Custom Artistry
Retailer Takes Jewelry Shopping To New Level Of Experience*

PHILADELPHIA, PA – May 30, 2006 – Shopping for jewelry may never be the same. This month, Robbins Diamonds is looking to do for jewelry stores what Borders has done for bookstores – making the *experience* of shopping for diamonds and fine jewelry as unique and special as the gems themselves. The top-rated Diamond specialist in the region and one of only a handful of Bridal Jewelry specialists in the country, is raising jewelry shopping to an art form with the opening of its new Allentown, Pennsylvania superstore at 3900 Hamilton Boulevard (across from the entrance to Dorney Park). Representing the family-owned company's expansion into the Lehigh Valley for the first time, the new store will also feature watches, pearls, colored gems, custom design-work service and branded diamond jewelry in addition to Bridal.

Part cyber café, part Cirque de Soleil, part art gallery, the 5600 sq. ft. store features far more than beautiful jewelry, welcoming customers into a unique environment of custom-designed artistry, entertainment and fun. The interior layout, designed by noted international commercial group Grid 3 of New York and built by Livingston, NJ-based independent jewelry retailer specialists RAD Construction Consultants, includes a tranquil water wall and a one-of-a-kind ceiling treatment comprised of hanging, kite-like stretched fabric panels with state-of-the-art computerized LED lighting that produces subtle pastel color changes in the ceiling. Designed and built by world-renowned kite-designer and Guildworks owner Marc Ricketts, who has created space-transforming environments for events, museums, galleries and retail centers in the U.S. and internationally, the ceiling treatment evokes the constantly shifting light and facets of a diamond. The lighting system was designed and installed by Boston-based Color Kinetics® Incorporated, using a unique "color mixing" LED technology that allows versatile color control for different presentations.

On one side of the store the panels run from the ceiling down a wall, visually interacting with a faceted structural origami lighting installation by artist and sculptor Tim Elverston, in his first large-scale wall-based commission. While the clusters of lighted origami forms were inspired by the shape of cut diamonds, they also provoke thoughts of forms found in both nature and mathematics.

Both the ceiling lighting and the sculpture wall installation will highlight the store's 45 showcases displaying the many designer collections of engagement rings and wedding bands, as well as the six upholstered round banquettes offering a romantic and private area for couples to choose their rings. Another four comfortable sit-down counters are stationed in a separate section for customers who are in the market for high-fashion diamond jewelry, and an additional section is devoted to the **new Isee2 Scanner**. This revolutionary system uses digital technology to take 180 simultaneous moving photos of the facet structure of a diamond. Each image is then posted side by side on an I-Mac computer screen, along with a clear "score" for each diamond that clearly illustrates to a prospective buyer the differences in the way each diamond handles light, how one is more brilliant and beautiful than another, and providing an easy way to evaluate these differences and make a knowledgeable choice.

So what do customers do who are mulling over that choice or waiting to be helped? As an enhancement to the Robbins Diamonds experience, the store provides such special conveniences as a complimentary bar offering coffee, espresso and an assortment of drinks and refreshments, a lounge area just for children with a variety of toys and a TV to keep them occupied and, for the customer who needs a little more time making a
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decision, his/her partner can relax in a comfortable lounge complete with a large plasma TV, or take care of business using the complimentary computer kiosk connected by high-speed for instant Internet access.

Says CEO Jerry Robbins, “This new store offers us opportunities to expand in ways that we’ve not done before, and to explore new creative elements. And in terms of location, Allentown was a logical choice for expansion of our presence in the Greater Philadelphia market. The Lehigh Valley has a population of over ¾ million people and is a rapidly growing area for businesses and residents. The Robbins name is known here because our Philadelphia-based media reach the area and people have seen and heard about us for over 30 years. We feel that Robbins Diamonds and the Lehigh Valley are a ‘good fit’.”

A privately owned family company now into its fifth generation, Robbins Diamonds has been serving the jewelry-buying community in the Greater Philadelphia area for almost a century, and can trace its roots back to 1912 when Jerry Robbins’ great-uncles came to the U.S. from Russia. From a single store on Philadelphia’s Jeweler’s Row, Robbins has grown to one of the highest volume per square foot jewelry operations in the United States. Robbins Diamonds now counts stores across Pennsylvania, New Jersey and Delaware, including Center City Philadelphia (8th & Walnut Sts), Northeast Philadelphia, Hamilton Township, NJ, Newark, Delaware, and Allentown, PA, and employs nearly one hundred people.

Among only a handful of jewelers across the U.S. that specialize in the Bridal Jewelry category, the company shifted its focus to diamonds – and specifically engagement and wedding rings -- in the 1970s. It encompasses over 90% of the company’s business, and now also includes fine diamond jewelry. A direct diamond importer and member of the Continental Buying Group, the largest diamond and jewelry buying group in the United States, Robbins Diamonds offers the most comprehensive selection of loose diamonds in the region, and ranks among the top 6 nationally, with one of the largest selections of engagement ring settings and wedding bands.

For more information on Robbins Diamonds and the new Allentown store, please call the corporate offices at 215.925.5120, or visit www.robbedinsdiamonds.com. For further press information or to arrange interviews, visit www.robbedinsdiamonds.com/pressroom.php, or contact Nina Zucker Associates at 610.667.0706 or nzapr@aol.com.

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About Marc Ricketts: With a background in architecture, geometry/morphology, and tension/tensegrity structures, Marc has applied himself to “Architecture of the Air”. He is the founder of GuildWorks, an art, performance and design-science based firm producing large scale installations that transform space using fiber-based architectural structures. Marc is also known around the world for his kite designs. Zero wind kites which fly indoors, propelled only by the movement of a dancer, his designs push the limits of flight performance and beauty, taking “Art of the Air” to the theater. Marc’s recent work with advanced design, composite materials, pneumatic structures and other new technologies are producing kinetic, floating and anatomic props new to the theater experience. www.guildworks.com

About Tim Elverston: With a natural ability to fabricate art and structure of all kinds, kites are an exciting area through which Tim Elverston channels his creativity and love of natural elements. He started professionally building kites at Jordan Air Kites in Gainesville, Florida, where he learned high-kite construction and sophisticated design techniques. Tim has also worked with a number of leading companies in the kite industry and has been integral in countless performances using kites over the years. Now, continuing to design, build and perform with a huge variety of high performance art kites, Tim is focusing on his own company with Curtiss Mitchell and Ruth Whiting called Windfire Designs. www.WindFireDesigns.com.