



JAMES O. POAG JEWELLERS
POAG'S CHINA & GIFTS
Established 1959

ONLINE SHOPPING EXPERIENCE - TESTIMONIALS

"As an individual that has NO time to shop around from store to store, I have DEFINITELY found the answer to shop on line at Poag's Jewelers, the on line experience was unbelievable. I felt like I was sitting across the counter and not hundreds of miles away. The fact that anyone can see the diamonds and compare their light return by seeing a score on the Isee2 computer was very helpful. I actually saw the diamond in a microscopic view and was able to compare it to other diamonds. This experience has put my mind at ease. It has taken away all my concerns in buying a diamond over the internet and has definitely answered all of my questions.

Well done."
Gavin - Atlanta, GA

"As a provider of educational courses for professional personal property appraisers, I impress upon students the importance of gaining product knowledge, i.e., complete knowledge about the property they choose to appraise. I was thoroughly impressed with the demonstration of your company's new Isee2 Diamond technology. The tremendous benefit to the consumer in being able to understand issues relating to brilliance, fire and sparkle of a diamond under consideration aside, Isee2 Diamond provides the gemologist/appraiser with an entirely new and scientific basis on which to assist in establishing an opinion of value. I congratulate Poag Jewellers for their on-going use of cutting-edge quality to improve the services they provide to the retail as well as appraisal customer."

David J. Maloney, Jr., AOA CM
Appraisal Course Associates

"Poag's Online Shopping Experience was the perfect solution to my hectic schedule and desire to find the most beautiful diamond my budget would afford. I don't have the time to travel from store to store hoping to find an expert who has time to speak with me. At Poag's, I requested an appointment that fit my schedule and was able to get the undivided attention of one of our area's most highly trained gemologists right from the convenience of my home computer. Not only was I trained in what to look for in a diamond, Poag's was able to show me actual diamonds via webcam. I have seen no other online jeweler do that. Every other online vendor simply shows a generic picture of the shape of diamond they are offering, not the actual diamond itself. With their multiple webcams, Poag's was able to converse with me just as though I was sitting in their store.

Poag's could show how the diamond I was considering would look in the ring of my choice. At the end of my shopping experience, I had no doubt that I selected the right jeweler and the right diamond."

Paul - Rochester, NY

Unforgettable moments...
THAT'S THE POWER OF POAG'S

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