

**Vulcan and Co. to Unveil “*The Art of Fancy*” On-Line Sourcing at
Upcoming Hong Kong International Jewellery Show
Client Inventory Sourcing Website Gives 24/7 Access**

For Immediate Release

Vulcan and Co. is extending its branding campaign – *The Art of Fancy* – to the virtual world. The company’s new-look online inventory will be launched at the upcoming Hong Kong International Jewellery Show during March 4-8, 2011.

Vulcan’s user-friendly Online Inventory allows customers to access the company’s latest stock availability anywhere, anytime. Existing clients and potential customers attending the exhibition will be invited to register by visiting Vulcan’s booth 3Con-027 located at the Hall of Nature.

"Providing customers with a live inventory for sourcing our fancy shaped diamonds is part of our art," smiles Liora Borosky-Chayu, Vulcan’s Marketing Director. At the click of a mouse, Vulcan’s clients can search the company’s inventory. The site is continuously updated with new stones every month. Clients can search the company’s complete certified diamond stock according to shape, weight, color and clarity.

Being part of Vulcan’s virtual world is also possible for buyers unable to attend the Hong Kong exhibition. Anyone wishing to experience *The Art of Fancy* online is invited to register at www.vulcan-diamonds.com

About Vulcan and Co.

The art of Fancy Shaped Diamonds from Vulcan, a high-end diamond boutique since 1952. Specializing in matching pairs, layouts and single stones in a large variety of sizes, Vulcan represents three generations of highly regarded diamantaires known for their premium Heart, Pear, Marquise, Oval and Trillion cuts. Partners Gil Melamed and Meni Ventura manage the company which has offices in Israel, Hong Kong and China.

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VULCAN ^{and} CO.	DIAMOND BOUTIQUE, SINCE 1952
	<p>Online Inventory Login</p> <p>Email: <input type="text"/></p> <p>Password: <input type="password"/></p> <p><input type="checkbox"/> Remember me <input type="button" value="Submit"/></p> <p>Forgot your password?</p> <p><input type="button" value="Login As Guest"/> <input type="button" value="Register as a new user"/></p>
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