



For Immediate Release:

**ANNOUNCING THE LAUNCH OF
THE WORLD'S FIRST ENGAGEMENT RING REGISTRY**

October 24, 2005, Chicago, IL. Today The Right Ring, Inc. launched The Right Ring.com (located at www.TheRightRing.com), the world's first ever on-line engagement ring registry dedicated to making engagement process *flawless* for both men and women.

"The Right Ring.com was created to fulfill a major societal and marketplace need. For decades, and probably centuries, most women have had a specific type of engagement ring they desire. However, the last thing many women want to do is seem forward or pushy by asking directly for a specific type of engagement ring. On the other hand, most men these days absolutely want their soon to be fiancé's input and guidance on this all-important purchase...after all, she will be wearing this ring till' death do us part! The Right Ring.com holds the answer," says Annie Thompson Pezza, President/Co-Founder of The Right Ring, Inc.

The Right Ring.com safely stores her ring preferences in its engagement ring registry database. Registering a ring preference is fast, free, easy and secure. Whether she desires a princess cut diamond in white gold, or a pear shaped diamond in yellow gold, she can input her exact ring preferences. She can also leave her soon to be fiancé a typed message with more specifics or send him an email hint that comes directly from The Right Ring.com, letting him know in an anonymous format that the website stores engagement ring preferences. For the bolder woman, she can send him an email from The Right Ring.com with her name included in the subject line. The man can also initiate the ring registry process by sending his almost fiancé an email letting her know about the ring registry. Once ring preferences have been determined consumers can find the perfect jewelry store to purchase her ring by searching via zip code.

The website also focuses on building a community by providing education, support and advice for everyone that is about to be engaged! From the 4C's of diamond buying to an online forum for visitors to share their proposal stories, The Right Ring.com is a comprehensive engagement resource and community!

The Right Ring.com has inked several deals with advertisers focused on grabbing the "just engaged" consumer as well as the consumer shopping for the perfect ring. Revenue is also being generated on a national and regional level from retail and online jewelers, wedding related services and jewelry designers.

The Right Ring, Inc. is a privately held company operating The Right Ring.com. The Right Ring, Inc., founded by Annie Pezza was established June of 2004 and has its headquarters in Chicago.

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