

James Allen Launches Video Contest Promoting \$3K Diamond Giveaway

Online diamond retailer JamesAllen.com has rolled out the first of several video based contests to be held over the next twelve months.

NEW YORK, N.Y. – Dec. 5 (SEND2PRESS NEWSWIRE) – JamesAllen.com, the online diamond retailer, has announced the first in its series of video based contests to be held over the next twelve months. The Best Video Proposal contest invites participants to submit a video explaining or showing their marriage proposal idea. The winner of this contest will collect a diamond engagement ring valued at \$3,000.



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Quoting marketing director Raz Barr, "We're looking for funny, memorable, or surprising proposal ideas to be submitted for our consideration. We plan on reviewing every video and choosing a winner from among the entries. The winner will receive a \$3,000 diamond engagement ring as their prize. In addition, we'll post the winning video on our site and make it available for worldwide download."

Contest details are published on the James Allen website (www.jamesallen.com/videos/) alongside a sample video demonstrating one of the worst ways to propose marriage and inviting viewers to suggest

alternatives. The video was honored by YouTube as being one of the most watched videos on the day it was initially launched.

JamesAllen.com pioneered 3D video technology to showcase their selection of diamond engagement rings and other diamond jewelry. The company considers the video contest to be an appropriate fit with the way that visual acuity is made available for their customers.

JamesAllen.com has recently extended its diamond photography exclusivity agreement for a period of additional 3 years. "This will help us maintain the advantage of being the only website to offer our customers the ability to see photographs of the actual diamond they are considering buying," said Raz Barr, Marketing director at JamesAllen.com.

The online diamond retailer was founded in 1998 as a means to offer customers the world's most beautiful engagement designs, coupled with the highest quality diamonds at an extraordinary value and make it all available online. In addition to its wide selection of diamond engagement rings, James Allen sells wedding and anniversary rings, diamond pendants, pearl jewelry, sterling silver jewelry, and a large selection of gift jewelry items.

For more information, visit <http://www.JamesAllen.com>, or contact press@jamesallen.com or 866-525-8661.

View example "worst marriage proposal" video at:
www.youtube.com/weddingproposals

or: Send2Press.com/newswire/2007-12-1205-001.shtml

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