

Whiteflash breaks into Top 500 E-Commerce Websites

HOUSTON, Texas, June 14, 2011 (SEND2PRESS NEWSWIRE) – Whiteflash Inc. announced today that it has officially broken into the Top 500 e-commerce sites compiled each year by Internet Retailer Magazine. Coming in at number 489 in the highly anticipated annual review for 2011/2012, Whiteflash continues to distinguish itself among the millions of websites and the billions of pages on the internet with an award winning website dedicated to ideal diamonds and fine bridal jewelry (www.whiteflash.com).

Even more impressive than ranking in the top 500 of all e-commerce websites is the fact that Whiteflash.com is now among the top 15 Jewelry websites; an impressive group that includes Tiffany & Co, Blue Nile, and Zale Corp. Rankings are based upon online sales, growth rate, monthly unique visitors, conversion rates, average ticket, total SKUs, top executives, and more.

The key to the success Whiteflash has earned on the internet is a combination of extensive in-stock inventory of top quality certified diamonds, comprehensive product information and education, and a customer centered business philosophy. Glowing online reviews abound across the web with [testimonials](#) from delighted customers in the U.S. and Canada, as well as international destinations around the globe. The Whiteflash “Crown Jewel” is the [A CUT ABOVE®](#) Super Ideal Diamond which is now to customers in 13 countries worldwide.

The Whiteflash value proposition pairs top quality diamonds and jewelry with complete pricing, and wraps everything together with the best assurance policies in the industry. In addition to free shipping, third party gemological verifications, and liberal returns, Whiteflash features a lifetime 100% trade-up policy, a one year buyback guarantee, and a customer loyalty program.

Founded in the year 2000 with the goal of bringing diamonds of the finest quality to the consumer market in a totally transparent way and at prices that had traditionally been considered wholesale, Whiteflash is on pace to continue its march up the charts in the years to come. In the words of CEO Debi Wexler “By continuing to nurture our strategic relationships with diamond suppliers and jewelry designers, by remaining fixated on the customer experience, and by broadening our reach through the social media we feel very excited about our future.”

About Whiteflash:

[Whiteflash](#) is a full scale manufacturing jeweler specializing in Ideal Diamonds and Fine Bridal Jewelry and stocks the biggest inventory of AGS Certified Ideal Cut Diamonds in the world.

The award winning Whiteflash.com website, described by Kiplinger’s Magazine as the “Lord of the Online Rings” enables shoppers the world over to view,

compare and purchase top quality diamonds, engagement rings and fine jewelry in a convenient and secure environment.

Whiteflash is the first jeweler in the world to attain [ISO 9001](#) certification for total quality management.

For more information, log on to www.whiteflash.com or call 877.612.6770.

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Alternate Headline: Internet Retailer Magazine names Whiteflash Inc. to Top 500 e-Commerce Sites

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