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1-877-877-4141   **ENGAGEMENT RINGS**   WEDDING BANDS   DIAMOND JEWELRY   LEARNING CENTER

FIND A DIAMOND:  
Round

Shop by Product

**DIAMONDS**

- ◆ Diamond Search
- ◆ Diamond 4 C's

**ENGAGEMENT RINGS**

- ◆ Solitaire Rings
- ◆ Rings with Sidestones
- ◆ Three Stone Rings
- ◆ Matching Bridal Sets
- ◆ Tension Rings

**MEN'S WEDDING RINGS**

- ◆ Plain Wedding Rings
- ◆ Diamond Rings

**LADIES WEDDING RINGS**

- ◆ Plain Wedding Rings
- ◆ Diamond Rings

**DIAMOND JEWELRY**

- ◆ Diamond Studs
- ◆ Diamond Earrings
- ◆ Diamond Bracelets
- ◆ Diamond Pendants

## THE PERFECT ENGAGEMENT RING

Browse our collection of stunning engagement ring settings and match it with a diamond from our fine selection of certified diamonds.

Start with:  
[The Perfect Diamond](#) | [The Perfect Setting](#)

### CLASSIC ENGAGEMENT RINGS

Browse our collection of stunning engagement ring settings.

### RINGS WITH SIDESTONES

Sidestones in a diamond ring will perfectly compliment the brilliant center diamond.

### TENSION RINGS

Superb quality. Unique style. Genuine tension set rings by Novori.

*"I will definitely buy from you again and recommend you to anyone in need." - Michael*

### MENS RINGS

Our mens wedding bands are all hand made. Browse our selection of hammered metal, braided rope, and comfort-fit bands.

### ANNIVERSARY & WEDDING BANDS

All wedding bands are handcrafted in platinum or gold. Choose from our classic or contemporary designs.

### LOOSE DIAMONDS

Browse our large selection of spectacular certified loose diamonds.

DIAMOND STUDS

EARRINGS

BRACELETS

PENDANTS

### SHOP WITH CONFIDENCE

At Novori you can shop with confidence knowing that each diamond ring is hand crafted using the highest quality diamonds with the finest precious metals. Novori rings stand out for their beauty and quality with a truly affordable price. And if that's not enough, at Novori your satisfaction is always guaranteed.

- ◆ Satisfaction Guaranteed
- ◆ Customer Testimonials
- ◆ Our Return Policy   ◆ Warranty

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|---|--|---|--|---|
| <p><b>E-NEWSLETTER</b><br/>Special Offers and Promotions...details</p> <p>Enter your email <input type="text"/></p> | <p><b>WHY CHOOSE NOVORI?</b></p> <ul style="list-style-type: none"> <li>&gt; Free FedEx Shipping to the USA</li> <li>&gt; 30 Day money back guarantee</li> <li>&gt; All products made in the USA</li> </ul> <p><a href="#">More Reasons to Choose Novori</a></p> <p><a href="#">View Customer Testimonials</a></p> | <p><b>LEARNING CENTER</b></p> <p><a href="#">View Diamond Guide</a></p> | <p><b>CONFLICT FREE DIAMONDS ONLY</b></p> <p><a href="#">Read More</a></p> | <p><b>INVESTOR RELATIONS</b><br/>NOVORI is listed on the OTCBB Symbol: <b>NOVO</b></p> <p><b>TEL: 1-888-646-5677</b><br/><b>Email: <a href="mailto:ir@novori.com">ir@novori.com</a></b></p> |
|---|--|---|--|---|



# NOVORI

FINE DIAMOND JEWELRY



SYMBOL: OTCBB: NOVO

*“Novori continues to be one of the fastest growing jewelers on the internet, more than doubling sales, year after year after year.”*

## CORPORATE FACT SHEET Q1 - 2008

### Novori Inc. Management Structure:

Harold Schaffrick  
Director, President, CEO

Mark Neild  
Director, CFO, Principal Accounting Officer

Nashrulla Jamani  
Senior Vice-President

Share Structure:  
32,000,000 shares outstanding (approx.)

13,000,000 free trading shares (approx.)

19,000,000 restricted held by management  
(approx.)

### Contact:

Novori, Inc.  
1313 East Maple St.—Suite 425  
Bellingham, WA 98225

Investor Communications:  
1-888-646-5677

ir@novori.com  
www.novori.com

Novori Inc. [www.novori.com](http://www.novori.com) is a cutting-edge online retailer of high quality certified diamonds, diamond engagement rings and fine jewelry.

Incorporated in 2004, Novori is poised to become a leading player in what Forester Research calls “the fastest growing sector on Internet.”

### Milestones achieved in second trading year:

- Doubled sales over the previous year
- Doubled virtual inventory value over previous year
- Increased website traffic
- Increased sales staff
- Increased public relations exposure through game shows, celebrity talk shows and weddings

Diamond engagement ring consumers (typically males 25 to 35 years old) are more comfortable purchasing online and can enjoy up to 50% price discounts for top quality diamonds compared to “brick and mortar” jewelry stores

Novori, through an extensive exclusive multi-year SEO (search engine optimization) contract, has achieved top rankings in several different countries by Google, MSN search, and Yahoo search, often appearing in the # 1 one spot under searches for “Diamond Engagement Rings” and “Diamond Rings” - this translates into millions of page views per month and massive consumer exposure.



# NOVORI

FINE DIAMOND JEWELRY

Novori Inc. is positioning itself for success in this billion dollar industry with several goals for 2008, including:

Strategic website marketing upgrades designed to capture opt-in email addresses and special client-login that allows visitors to save ring configurations for future purchase

Development of email marketing campaign to a growing opt-in database of website visitors.

Implement a formal public relations and advertising campaign.

Special diamond ring give-away promotions

Marketing alliances with leading online retailers of wedding related products and services

Significant media campaigns spotlighting Novori nationally and internationally as the e-tailer of choice for wedding engagement rings

Visit us online at [www.novori.com](http://www.novori.com)

*During 2008 Novori Inc. expects to significantly improve revenues through website innovations, marketing efforts that are designed to dramatically increase customer conversion*

SYMBOL: OTCBB: NOVO





## NOVORI (NOVO) DEBUT ON THE MONTEL WILLIAMS' SHOW WEDDING EXTRAVAGANZA

BELLINGHAM, WA, October 12, 2007 - Novori Inc. (OTCBB: NOVO) -- a leading online interactive retailer of fine diamond engagement rings and jewelry – will make their debut on the Montel Williams Show on Monday, October 15, 2007.

Novori was recently approached by the Emmy-winning syndicated talk show host Montel Williams to provide the groomsmen and bridesmaids' gifts for his wedding. Montel Williams and his fiancée, Tara Fowler, wed before an intimate gathering of friends and family Saturday, October 6, 2007 in Bermuda. Novori was honored to be requested as an integral part of this wedding and generously sent Montel four custom designed 14k White Gold Diamond ID bracelets for his groomsmen and six 14k White Gold Diamond Pavé Eternity pedants for the bridesmaids.

This beautiful ceremony will be aired on the Monday, October 15th Montel Williams Show "Wedding Extravaganza" which will also include the recently in-studio taped ceremony of a couple that were victims of the devastating May, 2007 Greensburg, Kansas Tornado.

*\* Please check local listings for The Montel Williams Show air times in your area.*

About The Montel Williams Show [www.montelshow.com](http://www.montelshow.com) :

Montel Williams is in his 17th season as host of THE MONTEL WILLIAMS SHOW, a daily, one-hour nationally syndicated talk show - a Mountain Movers production in association with CBS Paramount Domestic Television. In a field in which more than 80 talk shows have come and gone since its debut, THE MONTEL WILLIAMS SHOW has established itself as an enduring brand built on quality and integrity.

About Novori Inc.:

Founded in 2004, Novori is a leading online interactive retailer of diamond engagement rings and fine jewelry. Launched in 2005, the [www.novori.com](http://www.novori.com) well respected brand provides consumers with superior customer service and a better way to buy diamond jewelry. Novori prides itself on the highest quality standards in the industry and offers consumers unique online tools that allow them to explore, build and purchase their own custom made diamond rings in a way not previously offered by traditional retailers. [www.novori.com](http://www.novori.com) offers thousands of independently certified diamonds, settings and fine jewelry at prices significantly below traditional retail.

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[pr@novori.com](mailto:pr@novori.com)

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### Forward-Looking Statements

*Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements. Such statements are indicated by words or phrases such as "believe," "will," "breakthrough," "significant," "indicated," "feel," "foresee," "revolutionary," "should," "ideal," "extremely," and "excited." These statements are made under "Safe Harbor" provisions of the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those described in forward-looking statements and are subject to risks and uncertainties. See Novori's filings with the Securities and Exchange Commission, including, without limitation, Novori's recent Form 10-KSB and Form 10-QSB, which identify specific factors that may cause actual results or events to differ materially from those described in the forward-looking statements.*



## NOVORI (NOVO) ANNOUNCES AIR DATES FOR THEIR DEBUT ON FOX HIT TV GAME SHOW "TEMPTATION"

BELLINGHAM, WA, September 25, 2007 - Novori Inc. (OTCBB: NOVO) -- a leading online interactive retailer of fine diamond engagement rings and jewelry make their television debut this week on the new FOX hit television game show "Temptation".

"Temptation", the new "Sale of the Century" is an exciting, high-energy game show from the producers of "American Idol" and "The Price is Right". "Temptation" combines two of America's favorite pastimes--pop culture and shopping. For the first time in television history, "Temptation" viewers can get in on the action while watching their favorite game show. "Temptation" was taped with the first of several Novori prizes highlighted last week.

Fox Broadcasting Company (FOX) typically refers to News Corporation one of the nation's four largest and most influential programmers, provides popular primetime, late-night and weekend sports, news and event programs. Launched in 1986, FOX has established itself as one of the nation's most popular and well-branded programming distributors, especially among young adult and teen audiences. FOX recently won its third consecutive seasonal crown among the advertiser-coveted Adult 18-49 demographic.

\* Please visit <http://shop.seenon.com/index.php?v=sso-temp-about-schedule> to find the television station and airtimes for Temptation in your area.

### About Temptation:

Hosted by popular television personality Rossi Morreale, "Temptation" features three contestants who earn shopping cash by answering questions about pop culture and current events. Along the way, players in the lead are enticed to spend some of their winnings on incredible bargains. But the player with the most shopping cash at the end of the game gets to go on the biggest shopping spree on TV! The goal is to get to Shoppers Paradise, a fantasy marketplace where the winning contestant may spend her Temptation dollars on luxury items at unprecedented discounts.

### About Novori Inc.:

Founded in 2004, Novori is a leading online interactive retailer of diamond engagement rings and fine jewelry. Novori launched their website in 2005 and has built a well respected brand by providing consumers with superior customer service and a better way to buy diamond jewelry. Novori prides itself on the highest quality standards in the industry and provides consumers with unique online tools that allow them to explore, build and purchase their own custom made diamond rings in a way not previously offered by traditional retailers. The Novori website offers thousands of independently certified diamonds, settings and fine jewelry at prices significantly below traditional retail. Novori's shares are traded on the over the counter bulletin board (OTCBB).

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## NOVORI INC. (NOVO) LAUNCHES NEW [www.novori.com](http://www.novori.com) HOMEPAGE

BELLINGHAM, WA July 23, 2007 -- Novori Inc. (OTCBB: NOVO) -- a leading online interactive retailer of fine diamond engagement rings and jewelry -- today announced the launch of the first phase of its new retail website at [www.novori.com](http://www.novori.com).

Novori's new home page is the first significant change to the Novori website since it was launched in 2005. The redesign effort was based on feedback from customers and extensive industry research. The redesign process commenced over a six month period to ensure that the [www.novori.com](http://www.novori.com) design and features will offer the best appeal and functionality to consumers.

Substantial improvements include: updated styling, new Novori logo, a revised diamond search application and more intuitive graphical product category list.

Novori is working on phase II of their website redesign that will include new user-friendly tools unique to [www.novori.com](http://www.novori.com). The second phase will focus on improved functionality, offering consumers the most flexible and powerful ring design options and improved ease of use and navigation.

These improved features are designed to deliver an increase in flow of consumers and a more enjoyable and intuitive shopping experience.

Harold Schaffrick, CEO, stated, "We want to ensure our website look and feel does not become outdated or stale. The consumer online shopping experience is even more enjoyable and user-friendly now that the new design elements have been employed."

Customer feedback has been very positive so far, and the company anticipates that the new website will accelerate sales growth.

About Novori, Inc.:

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## **NOVORI, INC. (NOVO) BOARD OF DIRECTORS RETIRE 19,000,000 SHARES OF INSIDER COMMON STOCK**

*Stock Retirement Drastically Reduces Number of Outstanding Shares*

BELLINGHAM, WA June 20, 2007 -- Novori, Inc. (OTCBB:NOVO), announced today that its Board of Directors has formally convened and has retired 19MM shares of insider common stock in favor of preferred convertible stock. The insider common stock will be retired and subsequently reduce the total number of NOVO's outstanding common shares. The preferred stock will not be trading.

The retirement of common stock will come strictly from the common stock held by the insiders of Novori, Inc. and not by its shareholders. The management of Novori, Inc. believes that retiring currently issued common stock will have the effect of decreasing the number of shares outstanding, which in turn increases non-affiliate shareholder value.

"In the best interests of our organization and its shareholders we have elected to provide this enthusiastic endorsement to reduce the number of outstanding shares available for trading. We are unwaveringly devoted to the longevity of this company and look upon the retirement of our common stock as a sign of our confidence to the general public representing our long-term commitment to the growth and success of this organization," stated Harold Schaffrick, CEO of Novori, Inc.

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