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In the Superior Swiss Tradition, Hal Martin's Watch & Jewelry Co. Provides Fine Swiss Timepieces to the Next Generation of Quality Conscious Customers

Specializing in Wholesale Diamonds, Pre-owned Timepieces and Estate Jewelry, the Hal Martin Family takes its Business to the Global Market – Launching New Website and Strengthening Consumer Resources

HOUSTON – Hal Martin's Watch and Jewelry Company is a family owned businesses that has become one of the nation's premier providers of fine Swiss timepieces, custom jewelry and diamonds. Specializing in pre-owned timepieces and estate jewelry, the Hal Martin family takes pride in helping customers understand the history behind each piece they purchase – placing greater emphasis on customer relationships than sales.

The high ethical standard the company has set and operated by over the last 30 years has served well the Swiss pieces steeped in tradition – and helped develop a strong network of wholesalers. They have secured some of the finest pre-owned Rolexes for sell to customers and become an authorized dealer for time-honored names such as Boccia and Aquanautic.

And the skilled Hal Martin artisans can design a one-of-a-kind custom jewelry piece, restore a family heirloom or reset a traditional piece to fit contemporary or classic taste – all with their trademark craftsmanship.

Customers will now have access to their expansive inventory and resources online, with the launch of the new Hal Martin website. The website will feature their complete product line, as well as reports in the coming months on market trends and historical data for available pieces.

“This will not only give our customers an opportunity to casually stroll through our inventory, but also learn everything about it in the comfort of their home,” said company owner Hal Martin.

“While we value the relationships we have with customers who come into our store, it is not always feasible for them. We provide on our website all of the same resources and the highest level of personal service - lacking only a handshake,” he added.

Because of the company's reputation in the industry, they frequently receive referrals from area jewelers unable to provide particular pieces for customers. And in keeping with the philosophy that customer care is number one, no Hal Martin sales associate works on commission.

“We'd rather have a customer learn all they can and make the decision when they're comfortable – rather than feel pressured or not fully informed,” said Hal Martin Sales Manager Barbara Ruggiero.

To learn about the Hal Martin product line, appraisals and other services, log onto www.halmartins.com, or call 713-785-1111.