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Shane Co. Takes People with Disabilities Out to the Ball Game *Jeweler teams with Denver Options for Colorado Rockies event*

June 25, 2007, Centennial, Colo. – Shane Co., the largest independent retailer jeweler in the US, continues its tradition of community involvement and philanthropy by creating a memorable event for people with intellectual disabilities. The company has teamed up with Denver Options to provide 60 people with disabilities and their support staff with an evening of entertainment at the July 7th Colorado Rockies baseball game at Coors Field in Denver, Colo.

“We are pleased to have been given this opportunity to support another outstanding charitable organization,” said Tom Shane, Chairman of the Board and Chief Executive Officer of Shane Co. “Baseball is America’s pastime, and having a disability should not prevent any American from relaxing and enjoying an exciting time at the ballpark.”

The event will begin with a picnic lunch, which will be followed by the baseball game, with seats providing all members of the party with an excellent view of the action.

“I know Shane Co. is known for educating its customers on the four C’s of diamonds: cut, color, clarity and carat weight,” said Dr. Stephen Block, Executive Director of Denver Options. “But I want to add a fifth C, and that’s community. Many people with disabilities have lost services due to funding changes, and this kind of support from Shane Co. helps brighten the lives of people who face significant challenges every day.”

Denver Options is a non-profit organization that provides flexible, personalized services to help people with intellectual disabilities live active and purposeful lives. The Denver Options staff finds the services and resources people need to achieve optimum health and explore lifelong learning opportunities. They focus is on individual talents and interests, helping people turn personal goals into everyday reality. They offer wide ranging services that include helping families manage the demands of caregiving, navigating funding resources and providing parent education and support.

For more information about Denver Options services for people with intellectual disabilities, visit www.denveroptions.org.

About Shane Co.

Shane Co. is a direct importer of diamonds, rubies, sapphires and pearls and the largest independently owned jewelry retailer in the United States. The Centennial, Colo.-based company operates 23 locations in 13 states, including two showrooms in the Denver metro area, as well as an online store at www.ShaneCo.com.

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