

## **Online Diamond Buying Perfected: WhiteFlash.com Grows Leaps and Bounds Over Competition**

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**Jan. 28, 2009** - [PRLog](#) -- Already known for carrying the largest in-stock inventory of the highest quality branded WhiteFlash ACA ideal and "superideal" Hearts and Arrows diamonds on the internet, WhiteFlash ([www.WhiteFlash.com](http://www.WhiteFlash.com)) announces their acquisition of online diamond e-tailer GemDiamond.com. Along with this groundbreaking acquisition, the appointment of Bryan Boyne as their newest Vice President further increases the unquestionable strength and ever-evolving multiplicity behind the WhiteFlash.com brand.

The decision to acquire GemDiamond.com was one that owner and president of WhiteFlash.com, Debi Wexler, did not take lightly. "It's always a little nerve-racking when you are considering altering an established and flourishing brand like that of WhiteFlash.com. What solidified this decision was when we tapped into the natural synergy and even more importantly that we had the same commitment to providing a brilliant and unmatched buying experience for our customers", confides Wexler.

As a unified force, customers will benefit from the huge array of certified conflict-free diamond designs and craftsmanship to meet any of their needs or fit any occasion under the sun. Always at the forefront of every transaction, the brand's unsurpassed attention to detail, quality and trustworthiness continues to be its hallmark. The unbeatable value and brand integrity that can be found and expected when purchasing from the WhiteFlash.com site has never been as important as it is now in such trying economic times. The enhancement of all of these areas through this merger is a testament of the ongoing drive that WhiteFlash.com has for creating the perfect product alongside the necessary customer support tools for every step of the transaction and beyond.

As part of the integration, Bryan Boyne accepted the new position of vice president of WhiteFlash.com. With an impressive thirty year history in the jewelry industry under his belt, Bryan has been involved in literally every phase of the gem and jewelry industry on both the wholesale and retail side of the business. Formerly of Ashford.com, the first publicly traded company selling luxury goods exclusively on the internet, Bryan helped build and run their diamond division. In his exciting new post at WhiteFlash.com, he will head up vendor relations, education and local sales support.

Under his tutelage, Bryan will continue to strengthen and expand vendor relationships for the brand. This pivotal role will allow WhiteFlash.com to continue to harness a variety of unique and cutting edge merchandise and design expertise while delivering cost savings and remarkable quality to its customers.

Customers already flock to the WhiteFlash.com website often for the knowledge and community feel provided as a service to their loyal patrons. Bryan's role is to continue to develop the best customer by building infrastructure to educate them about what they are buying. He will also provide consistent updates and education for internal teams as well so that the most current and comprehensive customer service can be attained with each and every transaction. Carrying a stock of over 1,000 items, WhiteFlash.com has over 50,000 stones available for purchase at any one time and every diamond sold is guaranteed inspected and approved by a team of quality controllers. Each WhiteFlash ACA diamond is microscopically inscribed in its girdle with the WhiteFlash ACA logo to assure authenticity.

The steady growth of the brand is indicative of the success that they always put their customer's needs first. WhiteFlash.com's popularity has also been fueled by an aggressive marketing and public relations push that has positioned them throughout the years at choice celebrity laden and red carpet events. The continued

combination of building desire for the brand coupled with providing one-of-a-kind service and craftsmanship is a proven recipe for long term growth.

#### About WhiteFlash

WhiteFlash.com is the first company in the U.S. to offer an exclusive brand of Hearts & Arrows diamond and bring the sheer beauty of "super ideal cut" to the Internet. Debi Wexler, founded WhiteFlash.com in 2000 bringing an expansive selection of loose diamonds to the Internet, including an exclusive brand of Hearts & Arrows diamonds. WhiteFlash (ACA(TM)) is unmatched in its brilliance, fire and sparkle and remains the only Hearts & Arrows diamond sold online with advertised standards and a "true patterning" guarantee. Hailed as Lord of the Rings on Line, by Kiplinger's Magazine, WhiteFlash.com also offers original, handcrafted platinum and gold settings, diamond engagement rings and wedding bands, custom designs and specialty jewelry.

For more information, log on to [www.WhiteFlash.com](http://www.WhiteFlash.com) or call 877.612.6770.

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White Flash offers exquisitely hand crafted wedding bands, engagement rings, anniversary jewelry, diamond earrings and uniquely custom designed pieces from our assortment of loose diamonds. Named "Lord of the Online Rings" by Kiplinger's Magazine.

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