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MITCHELL'S JEWELRY SHOWERED WITH NATIONAL RECOGNITION

Mitchell's Jewelry of Norman, OK was recently recognized at the conference of the Independent Jewelers Organization (IJO) held in Dallas, TX by being awarded three individual national honors. Mitchell's was named the number one store with "Superior Customer Service", the "Best Family Diamond Store" plus they received the award for "Excellence in Community Leadership". Newton & Gina Mitchell, store owners, accepted the prestigious awards in the packed auditorium of General Session, along with eight of their dedicated staff. Mitchell's was elected for these honors from a pool of more than 800 IJO retail jeweler members. The criteria for eligibility for these awards was demonstration that Mitchell's consistently provides confidence, trust, integrity, honesty and expertise to their customers, verification of being the IJO member store doing the largest volume of diamond sales, and confirmation that they use their time and talent to make a significant, positive impact in their area, as well as providing examples of how they continually give of themselves to their communities unselfishly.

"This is such a huge tribute, and it was the collective effort of the entire staff that has earned these awards," says Newt Mitchell. "We are always ready to go above and beyond for any customer, from the time they walk in the door until they walk out. Our customers are the most valued part of our business and we will do whatever it takes to ensure they trust us as their personal professional jeweler. Being afforded the opportunity to buy direct from IJO's diamond suppliers in Antwerp, Belgium, has definitely taken Mitchell's to an entirely new and exciting level."

"After seeing just how well they operate their business, the entire IJO membership is visibly impressed with Mitchell's Jewelry," says IJO President & CEO Jeff Roberts. "Their knowledge, their integrity and their pure dedication – combined with their untiring enthusiasm -- have totally set them apart from other retail jewelers. They are considered the jewelry and diamond experts in the Norman area, but it's not just their expertise that makes them stand out – it's their exemplary customer service that helps to make customers return again and again. I'm proud to have them as part of the IJO family and I congratulate Newt, Gina and their entire staff on this fine achievement. No other IJO member has ever been the recipient of three national awards."

"I have to say this recognition is wonderfully rewarding and validating for all of us," adds Newt Mitchell. "One key thing we do to ensure we are trusted is to listen to our customers. We strive daily to be the best at what we do and to have a distinction of this magnitude means the world to us – we're absolutely thrilled."

Mitchell's Jewelry is located at 218 East Main Street in Norman, and is the area's exclusive Master IJO Jeweler. IJO is the largest jewelry buying group in the world, offering up-to-the-minute education for its members, as well as an array of exclusive jewelry and diamond cuts, and the opportunity to travel to Antwerp, Belgium to buy directly from the world renowned diamond cutters.