

For: Buxbaum Jewelry Advisors, Agoura Hills, Calif.  
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FOR IMMEDIATE RELEASE

**CONTINENTAL JEWELRY CLOSING SALE IN TAMPA OFFERS DIAMONDS  
AND COLLECTIONS BY TOP JEWELRY DESIGNERS AT MAJOR DISCOUNTS**

TAMPA, Fla. (11/29/11) – After 30 years in business, Continental Jewelry will be closing the doors of its superstore at 405 N. Westshore Blvd. Through a going-out-of-business sale, the 7,500-square-foot store is now selling its entire inventory of diamond, gold, pearl, fashion jewelry and other fine pieces at discounts of 20-50%.

With a total retail value of more than \$5 million, Continental’s inventory includes designer bridal and fashion jewelry, as well as a significant collection of loose diamonds.

“The lengthy economic downturn that has affected many other jewelers has spurred a slowdown in business at Continental,” said Steven Buxbaum, president of Buxbaum Jewelry Advisors, the Agoura Hills, Calif. firm conducting the sale. “Just in time for the holiday shopping season, shoppers will be able to choose among thousands of engagement, wedding and other diamond rings, loose diamonds, colored stones, gold and other fine jewelry from Continental’s vast collection at exceptional prices.

“Jewelers reported a strong Black Friday weekend for first time in many years, much of which can be attributed to the fact that, in the wake of the cash-for-gold craze, consumers in the U.S. have recognized what consumers the world over have always known: jewelry has lasting value,” Buxbaum continued. “If bought properly, jewelry is an investment that can be turned back into money or passed down through the family. Continental’s going-out-of-business sale presents an extraordinary opportunity for Tampa Bay consumers to capitalize on jewelry’s enduring value.”

With roots in wholesaling and manufacturing, Continental was founded in 1981 to serve the needs of retail jewelers throughout the country, as well as major insurance companies when they required assistance in replacing lost or stolen jewelry of policy holders. The company opened the Tampa superstore in November 2005, offering an expanded retail inventory and a special viewing area for what was believed to be the largest collection of loose diamonds in the Tampa Bay area.

Store hours for the event are 10 a.m. to 6:00 p.m., Monday through Friday; 10 a.m. to 5:00 p.m. on Saturday, and from 11:00 a.m. to 5 p.m. on Sunday. Cash and major credit card payments are accepted.

**About Buxbaum Jewelry Advisors/Buxbaum Group**

Buxbaum Jewelry Advisors has assembled a team of jewelry professionals that have provided wholesale and retail jewelers with financial solutions for more than 20 years. It offers a wide range of services and can meet the needs of both financially distressed and profitable jewelry retailers and wholesalers. It is an affiliate of Agoura Hills, Calif.-based Buxbaum Group, which has built its reputation for over 30 years as one of the largest liquidators and appraisers of retail and wholesale inventories across North America.

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