

IMMEDIATE NEWS RELEASE

Contact : Ms.Tomoko Ishibashi, GINZA TANAKA

(Tanaka Kikinzoku Jewelry K.K.)

TEL:03-3561-3392

Introducing the Platinum Ringing Bell
Available at Ginza Tanaka

November 19, 2003 (Tokyo, Japan) -- Ginza Tanaka (Tanaka Kikinzoku Jewelry KK) , a jeweler with a history of over 100 years, will be introducing the first platinum ringing bell on November 20, 2003.

The Platinum Ringing Bell is made of amorphous platinum, a new material formed by combining a strong glass material with platinum alloy, in order to overcome the fragility of the glass, and resulting in a material highly resistant to scratches and deformation. This elegantly shaped bell produces a pure and refined ring. The size is 4.5 cm (1.5 sun) in height and weighs 60g.

The Platinum Ringing Bell will be available at Ginza Tanaka's main store from November 20, 2003. The item will be created only after order placement and delivery will take about 30 days. The Platinum Ringing Bell retails at ¥529,200.

For many years, our 18K gold ringing bell has been one of Ginza Tanaka's best selling items. Many customers requested a platinum version, which was finally successfully achieved by overcoming the difficulty in creating an inspiring sound of the bell itself.

An outline of the "Ringing Bell" and crafted precious metal items is attached.

(Editors Note)

Ginza Tanaka has been developing Buddhist tools in precious metals in order to meet customer needs. These tools are also now being used for decorative purposes. Due to the changes in customer values, Ginza Tanaka will continuously develop valuable items that can be used and enjoyed from one generation to the next.

The ringing bell is normally used when a sutra, which is similar to a bible in Buddhism, is being chanted by the priests during a ceremony. It will be ringed and its tone creates a holy atmosphere.

Outline of Platinum Ringing Bell

Name : Platinum Ringing Bell

Retail Price : 529,200 Yen

Launching Date: November 20, 2003

Distribution : Ginza Tanaka Ginza Main Store

Size : Height 4.5 cm (1.5 sun)

Material : PT 750

Weight : 60 grams



Platinum Ringing Bell