

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Robbins Brothers, Chuao Chocolatier Form Valentine's Day Union to Award Fans with Diamond Earrings and Decadent Chocolate

Leading engagement ring store and artisan chocolatier offer customers a chance to win delicious confections and diamond jewelry just in time for the most romantic 24 hours of the year.

Los Angeles, CA– Jan. 17, 2011 – Robbins Brothers, The Engagement Ring Store™ and Chuao Chocolatier usher in the season of love by launching a multi-faceted Valentine's Day campaign designed to bestow diamonds and chocolate on participants. The campaign includes a Facebook promotion, in-store chocolate tasting parties and special pampering event for military spouses.

Romantics from all across the United States can enter the Valentine's Day sweepstakes, "Sweet Somethings," by visiting the [Robbins Brothers](#) and [Chuao Chocolatier](#) Facebook fan pages to submit an entry. Each entrant will automatically be entered to win the grand prize of diamond earrings (one pair from the Chuao Chocolatier page and one from Robbins Brothers), as well as weekly drawings for Chuao Chocolatier's Elegancia box of 32 bonbons and truffles. Four boxes of chocolate will be distributed weekly on each fan page. The contest runs from January 17 thru February 6 and the grand prize winners will be selected by February 8.

The companies also will host in-store Try-On / Tasting Parties at the Robbins Brothers locations in Canoga Park (Feb. 3) and San Diego (Feb. 11). While the Canoga Park soiree will celebrate the store's grand re-opening and VIP bloggers' tasting contest, the San Diego event will embrace military wives and girlfriends and treat them to a morning of pampering including mini-manicures, chocolates and gift bags.

"Valentine's Day has always been a special time of year for our customers to get engaged and we are excited to help celebrate their romance," said Diane Ferraro, director of advertising for Robbins Brothers. "What better way to do it this year than by partnering with Chuao to give away both sparkly and delectable gifts."

"Diamond earrings and bonbons are the perfect way to delight and arouse the senses this Valentine's Day," said Master Chef Michael Antonorsi, co-founder of Chuao Chocolatier. "We are thrilled to be partnering with Robbins Brothers to offer fans the ultimate in romance."

About Robbins Brothers

An engagement and wedding ring retail company with freestanding stores located in Southern California, Houston, and Dallas/Ft. Worth, Texas, Robbins Brothers serves as the destination for couples in love. While the company specializes in engagement ring settings and diamonds, it carries an extensive selection of loose diamonds, engagement rings, promise rings, commitment rings, anniversary bands, right-hand rings, three-stone rings, wedding bands, earrings, pendants and bracelets from designers including Scott Kay, Simon G., Ritani, Bridget, Coast Diamond and Jeff Cooper. Onsite jewelers are available to set diamonds, custom-design settings and perform service and maintenance checks. Each location is furnished with a refreshment lounge and relaxation area, television and children's play area. For additional information visit www.robbinsbrothers.com

CHUAO



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About Chuao Chocolatier

Chuao Chocolatier, located in San Diego, Calif., is a premier artisan chocolatier founded by Master Chef Michael Antonorsi and his brother CEO Richard Antonorsi in 2002. Chuao brings together the brothers' Venezuelan heritage, cacao growing roots and a commitment to creating uniquely delicious chocolate experiences. Chuao confections are made with all-natural ingredients and responsibly sourced Venezuelan cacao, the core of their artisan chocolate blend. The company's line of products include: chocolate bars, ChocoPods, hot chocolate, bonbons, premium brownie mixes and other gourmet chocolate confections. Chuao products are available at Chuao Chocolatier Cafes and fine retailers nationwide including select Whole Foods Market, Crate & Barrel and Dean and DeLuca locations. For additional information or to shop the company's online store, visit www.chuaochocolatier.com.

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