

LOGO-POPS

The interchangeable sterling silver jewelry system

Just pop and go! Introducing LOGO-POPS, a contemporary, interchangeable sterling silver jewelry concept which satisfies a basic desire that all of us share -- the need to express our individuality, feelings and emotions. LOGO-POPS offer over 40 jewelry designs, including rings, earrings, pendants, bracelets, necklaces and pins, that encourage the wearer to effortlessly make the jewelry one's own.

A custom designed brand or achievement "Pop" which features a company logo, career path or incentive level, such as President's Club or Circle of Excellence, offers a unique recognition piece for both the individual and the organization.

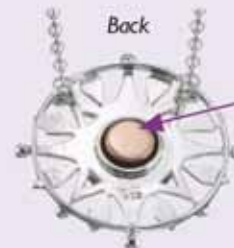
LOGO-POPS is exclusively available from Dion. Visit www.eadion.com for a complete viewing of the LOGO-POPS collection. Please contact your Dion Account Manager or call 1-800-445-1007 and we will direct an Account Manager to you.

Changing your LOGO-POPS



Simply place the edge of your fingertip on the back of the LOGO-POP and gently press.

You may also use the LOGO-CAP that comes with each design. First match the small end of the LOGO-CAP to the small end of the LOGO-POP and then gently push.



push gently here

LOGO-CAPS



LOGO-POP



To insert a new LOGO-POP simply place it in your jewelry piece and press down gently.



Dion

*Creative Jewelry Solutions for
Recognition, Promotion and Motivation.*

www.eadion.com