

Diamond Outlet – December 2011 - :60 Radio – “Bob & Boots 6”

Boots: Boots Donnelly here in the studio with Bob Forster from Diamond Outlet. Bobby...you've been calling the accent guy out on some of his claims...let's get to the heart of the matter...

Bob: Coach, the accent guy claims he can beat everyone's prices, but he's never *published* his prices!

Boots: Hmm...interesting. I take it you don't think that's an accident?

Bob: Hey! If you're gonna make claims like that, publish the prices, and list the lab of the diamond certification, so the customer can compare apples to apples! My wife is a registered gemologist, and we don't use any questionable foreign labs to certify our diamonds.

Boots: Sounds like a challenge...

Bob: Absolutely. Don't pull the wool over anyone's eyes. We don't need to be the biggest store in the market, we just think it's time for truth to prevail.

Announcer: Know what you're buying – and who you're buying it from. Forster's Diamond Outlet – in their 30th year serving the community with integrity. Hickory Hollow off I-24, across from Freeland Chevrolet. Online at Star 129 dot com.

Boots: ...and tell 'em Boots Donnelly sent ya!