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| DATE: | January 2022 | COMPANY: | Rider's Jewelers |
| COPY BY: | LW | TITLE: | Rider's Jewelers OHM (On Hold Message) |
| PROOFED BY: | ME | READ STYLE: | Friendly, Professional, Refined |

| PROMPT / NOTES: | COPY: |
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| Prompt 1 On Hold Message – Phone System | A lot's changed in the 65 years since Rider's Jewelers first opened its doors. But one thing has stayed the same – our commitment to honoring the big moments in your life with attention to detail and excellent customer service. Thank you for trusting us with your jewelry needs; we're looking forward to speaking with you! |
| Prompt 2 | Rider's Jewelers might look a little different these days – we've <i>moved!</i> Come visit us in our new, expanded showroom for your next gift. You'll find us at 222 Houston Boulevard in Johnsonville – that's 222 Houston Boulevard. We'd love to show you around! |
| Prompt 3 | Sometimes even the most beautiful piece of jewelry just doesn't match up to what you had imagined. But with our design center, we can create the custom jewelry you've envisioned for that special someone. Let's talk about your options when we're connected. |
| Prompt 4 | You already know that diamonds are forever. So keep that promise with De Beers Forevermark collection which picks the top one-percent of responsibly sourced diamonds for this exclusive collection. We're honored to be a Forevermark dealer. Come down to the showroom to experience the beauty for yourself. |