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**Melrose Jewelers Launches its Rolex Watch Store with Mens Rolex & Lady Rolex Watches in the United Kingdom**

*Melrose Jewelers, a Used Rolex Dealer of Mens Rolex & Lady Rolex Presidential and Rolex Datejust Watches, Launches its Rolex Watch Store in the United Kingdom (U.K.)*

**/24-7PressRelease/** - LONDON, UK, May 13, 2008 - Melrose Jewelers, an online genuine Rolex dealer of Preowned Rolex wrist watches, today announced the launch of its retail website for the United Kingdom at - <http://www.melrosejewelers.co.uk> with mens and lady Rolex watches including used Rolex Presidential and Rolex Datejust watches for sale. As a unique promotion, until June 31st, Melrose Jewelers U.K. will pay customers' VAT on all Rolex watch purchases made.

At Melrose Jewellers , customers can find Rolex wristwatches starting at 1000 with diamond dial and 1.0 carat diamond bezel with 40 round cut stones. Mens stainless steel and two tone Rolex Datejust watches start at 1400, Mens Rolex Presidential watches start at 3400, Ladies Rolex Datejust watches start at 1400, and Ladies' Rolex Presidential watches start at 2800.

Melrose Jewelers intends to complement the jewelry store offerings of Blue Nile (NASDAQ: NILE), Tiffany's, Zales (NYSE: ZLC), Dejouria, Gerald, and Amazon.co.uk (NASDAQ: AMZN) with Rolex wristwatches. Melrose Jewelers currently imports genuine used Rolex watches and supplies its used Rolex watches to over 200 brick & mortar retail jewelry stores nationwide through its Wholesale Rolex division.

Wholesale Sales Manager Dimitris Zarmakoupis states, "The strong British pound has enabled us to shift our distribution efforts overseas where Rolex wristwatches have a more renowned reputation among affluent men and women."

Zarmakoupis goes on to add, "Retail and Online merchants interested in reselling genuine Preowned Rolex Watches can contact us at - [salesteam@melrosejewelers.co.uk](mailto:salesteam@melrosejewelers.co.uk) or by calling us at 0-800-680-0620"

Melrose Jewelers sells following men's models:

- \* Men's Stainless Steel Rolex Oyster Perpetual Datejust
- \* Mens 18K White Gold Stainless Rolex Datejust w 1.3 Carat Channel Set Diamond Bezel
- \* Mens Two Tone 18K SS Rolex Oyster Perpetual Datejust w 2T Rolex Jubilee Bracelet
- \* Mens 18K Yellow Gold Rolex Presidential Date w 1.0 Carat Beadset Diamond Bezel
- \* Men's 18K Yellow Gold Rolex President Datejust w 1.0 Carat Beadset Diamond Bezel
- \* Men's 18K Rolex Day Date Rolex Presidential
- \* Men's 18K Gold Rolex Day Date Super President
- \* Men's 18K White Gold Rolex Day Date Presidential
- \* Quickset Rolex Day Date President
- \* Double Quickset Rolex Day Date Presidential

\* Melrose Jewelers sells the following ladies Rolex watches:

\* The Lady Stainless Steel Rolex Oyster Perpetual Datejust w Oyster Band &&& .7 Carat Beadset Diamond Bezel

\* The Ladies' 18kSS 2T Rolex Datejust w Silver Diamond Dial &&& White Gold Diamond Bezel

\* The Lady Rolex Datejust 2T 18KSS w diamond bezel &&& Original Rolex Jubilee Band

\* The Ladies 18K Gold Rolex Presidential with Yellow Gold Beadset Diamond Bezel

\* The Lady Rolex President with Date, Genuine Mother of Pearl \* Diamond Dial and Diamond Bezel

\* The Ladies Rolex Super President with Champagne Diamond Dial, Diamond Bezel, Diamond Lugs and Pave Diamond Band

Melrose Jewelers is a member of the NAWCC (National Association of Watch Collectors), the MJSA (Manufacturers &&& Jewelers Association of America) and the California Sheriff's Association. Melrose Jewelers is not an authorized agent or affiliated with Rolex USA or Rolex International. All Rolex watches offered by Melrose Jewelers are preowned; no new Rolex watches are available from Melrose Jewelers. Rolex, Rolex President, Rolex Presidential and Rolex Datejust are trademarks of Rolex International (Montres Rolex S.A.)

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Melrose Jewelers is an online retailer of wholesale priced preowned - used & refurbished Rolex wristwatches for men and ladies at <http://www.melrosejewelers.co.uk> as well as gold and pave diamond watchbands for Rolex President Wristwatches.