



Your customers are  
already buying jewelry  
and fragrances.

Why not let them  
buy from you?

**In less than 30 days, you can increase  
your sales and profits, risk-free, by adding  
PalmBeach Jewelry and Fragrances to your  
web site and catalog.**

  
**PalmBeach**

# Guaranteed profits with no risk or investment on your part

## Does this sound too good to be true?

Well, it *has* been true for many major U.S. catalogers and retailers including JCPenney, Blair, Chadwick's, Woman Within, Roaman's, Newport News, Norm Thompson and AAFES, as well as many of the largest mail order and retail companies in Europe, South Africa, Asia, Australia and Canada. Increased competition for a share of your customer's pocketbook coupled with continually escalating operating costs have made it increasingly difficult to sustain or enhance profits.

Seta Corporation, founded in 1955, has been a worldwide leader in providing income opportunities to a host of clients since 1989. We have done this primarily by making our *PalmBeach Jewelry Catalogs* and products available for syndication. This **risk-free** opportunity has been proven time and time again, with our worldwide client base, to be a viable source for generating incremental profits to their bottom line.

Seta Corporation takes pride in its state-of-the-art facilities and ability to create individualized marketing solutions for its partners using our proven promotional formats. Each promotion can have such personalized items as unique 800 numbers for order entry and customer service, an individualized packing slip and bounce back order form and your company logo prominently featured on the cover. The following is a list of **four proven promotional offers** that have been mailed to millions of customers around the world!

## PalmBeach Jewelry Catalog

The world's largest fashion jewelry catalog, distributed in over 19 countries, contains over 500 items and 2,500 SKU's in each offer, from CZ's, genuine diamonds, rubies, emeralds, sapphires, birthstones, personalized items, pens, pendants, watches and more.

## On-Page Promotion

Seta makes any of its numerous product offers available to you to use in any of your catalogs or other promotional formats. Seta will **customize as many pages as you would like, with whatever merchandise assortment you prefer** and build the pages, from photography, type and layout, using the page template you provide for us. **Seta** will provide you with files ready to print, and **pay all incremental costs associated with these pages**. To your customers, this offer will look like one of your pages, rather than being a separately mailed syndication offer. This exciting promotion enables you to gain an increased share of your customer's pocketbook through synergistic category extensions.

## On-web and Microsite Programs

Take advantage of these new shopping channels from Seta today and begin to reap the benefits of your own online jewelry store. Simply load our product shots, prepared to your specifications and copy on your website or include our "microsite" product feed and shared-shopping cart technology and your customers can begin to experience the premier online shopping experience Seta offers its customers.

There is no better time to explore how a *strategic and risk-free syndication alliance with Seta Corporation* can help you meet and exceed your budget goals for the coming year and beyond! For more details on the specifics of how our **risk-free** syndication program works, please refer to the enclosed program outline.

If you would like to discuss how a custom test plan, using any or all of the above-referenced packages, can be developed for you, as well as seeing a potential rollout pro forma.

**Seta Corporation offers four proven ways to sell jewelry and fragrances and increase your profits and share of your customer's pocketbook. You can choose from our "on-page," catalog, "on-web" or "microsite" programs.**



## Some of our clients:

*NormThompson*

*Spiegel*

 Reader's  
Digest

metrostyle™

*BLAIR*

Jessica London®

NEWPORT NEWS

BrylaneHome

**KINGSIZE**  
MORE FOR LESS IN BIG & TALL SIZES!

Chadwick's®

 **gifts.com,inc.**

amazon.com®

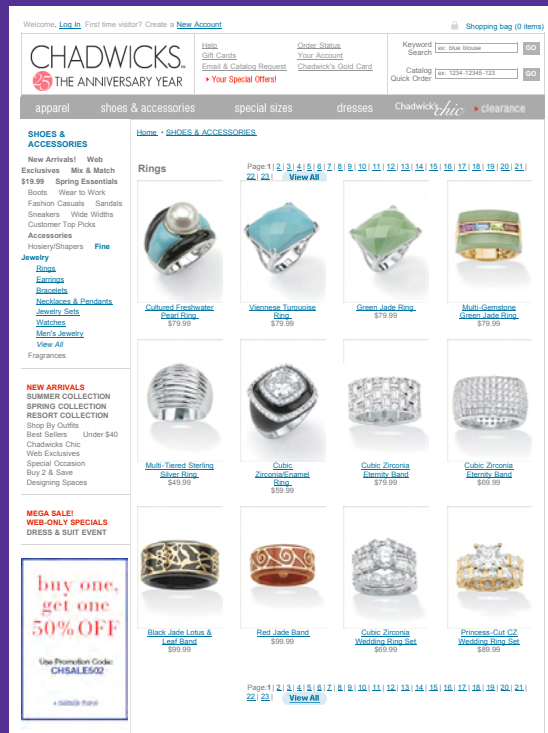
  
Roaman's®  
your style. your size™

*Direct* **CHARGE**

WOMAN WITHIN®

THE ALL SERVICES  
**EXCHANGE**  
CATALOG & ONLINE STORE





# PalmBeach Jewelry On-web Program

Capture incremental sales and profits right now with virtually **No-Effort, No Investment and No Risk** on your part.

Some of the world's top direct marketing companies, including Newport News, Chadwicks, Metrostyle, Norm Thompson and Spiegel have been making PalmBeach jewelry and fragrances available to their customers. Don't leave your customers out. Our proven sales-generating assortment can be made available to you!

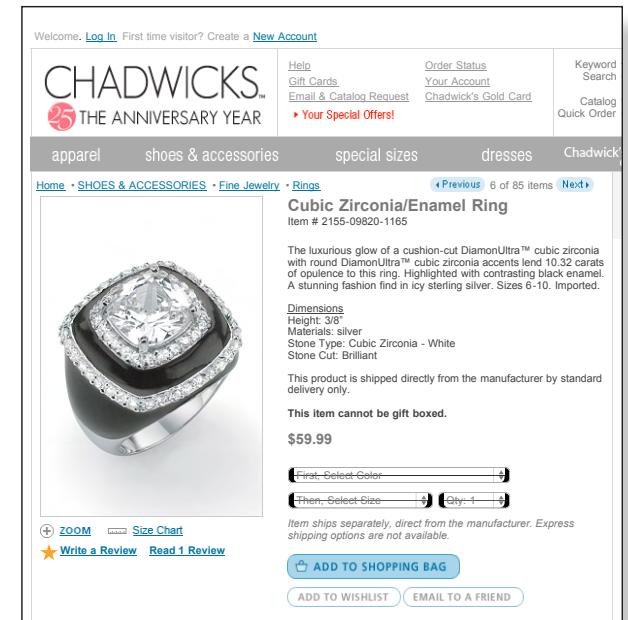
This extraordinary turnkey business program involves little effort and no advertising investment on your part. It's simple, easy, convenient and profitable. **This program can invigorate Your Bottom Line!** Here's how...

## Your company will have:

- ✓ **NO** Inventory Maintenance Costs
- ✓ **NO** Order Picking
- ✓ **NO** Order Packing
- ✓ **NO** Photography Costs

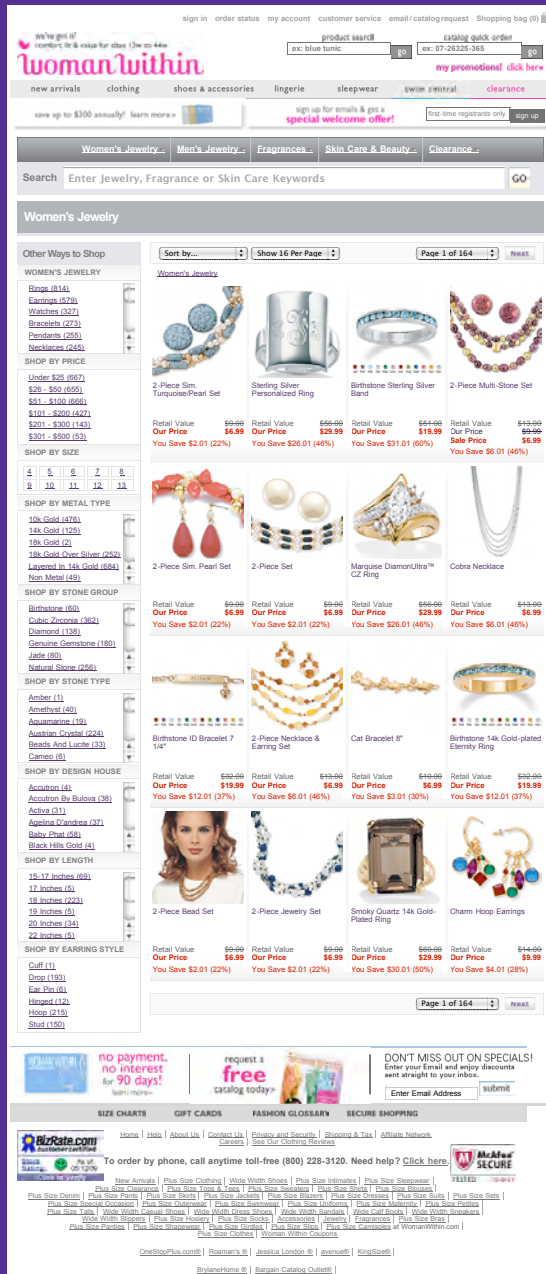
## We will do it all:

1. Buy and maintain inventory.
2. Customize your product assortment.
3. Provide all images and web-ready copy.
4. Receive orders by internet, mail or phone, then process and fulfill.
5. Fulfill orders within 48 hours of receipt.
6. Pay your company a commission on net product sales.
7. Provide exciting promotional campaigns.



Seta provides beautiful web-ready images in all the sizes you need, including alternate views as well as copy and specifications about the items. You can be up and running with our products in less than three weeks!





# PalmBeach Microsite Program

Some of the world's top direct marketing companies, including Woman Within, Roaman's and Jessica London have been making PalmBeach jewelry and fragrances available to their customers. Don't leave your customers out. Our proven sales-generating assortment can be made available to you!


This extraordinary turnkey business program involves little effort and no advertising investment on your part. It's simple, easy, convenient and profitable. **This program can invigorate Your Bottom Line!**

## Your company will have:

- ✓ **NO** Inventory Maintenance Costs
- ✓ **NO** Order Picking
- ✓ **NO** Order Packing
- ✓ **NO** Photography Costs

## We will do it all:

1. Products do not have to be set up on your site or backend system.
2. Product inventory levels are continuously updated.
3. Our complete line of jewelry, including brand-name watches, as well as brand-name fragrances and cosmetics. Over 12,000 items are available.
4. Our guided navigation makes it easy for the customer to narrow their choices and find what they are looking for. They can shop by category, metal type, stone type, price, etc. Most sites do not have as detailed navigation as we do. Without it, only a limited number of items can be offered.
5. The ability to integrate your sites analytic tracking tags for complete customer tracking.
6. Customizable display templates to represent your sites look and feel.



**Item # 10070** ✓ IN STOCK

Retail Value ~~\$60.00~~

**Our Price** **\$29.99**


**You Save \$30.01 (50%)**

Quantity


Size Options  
Please Select A Size

**ADD TO SHOPPING BAG**


**You May Also Like**



3-Pc. Sm. Quartz Set  
Retail Value ~~\$289.00~~  
**Our Price** **\$139.97**  
**You Save \$149.03 (50%)**



Smoky Quartz Ring 18k Gold over Sterling Silver  
Retail Value ~~\$460.00~~  
**Our Price** **\$79.99**  
**You Save \$380.01 (50%)**



Non-Metal Multi-Colored Pearl Bracelet (Women's)  
Retail Value ~~\$79.00~~  
**Our Price** **\$39.99**  
**Sale Price** **\$29.99**

**ITEM SPECIFICATIONS: RING**

METAL INFORMATION	
Layered in 14K Gold	
Finish Type:	Bright
Height:	3/8"
Length:	5/8"
Width:	3/4"
Max. Shank Width:	1/16"
Min. Shank Width:	1/16"
STONE INFORMATION	
Quartz - Smokey (Main)	
Quantity:	1
Carat Weight:	13.000 Carat TDW

7. Intelligent cross selling of items.
8. Checkout is done on your site. To your customer, it is one transaction. If they buy a combination of products from your site and our microsite, they only enter their personal information once, and pay only one shipping and handling fee.
9. We provide our high quality photography, which is hosted and enhanced with Scene 7. Your customer can zoom in on the product and has the ability to choose alternate views.
10. All item maintenance is handled by PalmBeach Jewelry. (All price changes, new item additions, removal of items, etc.)
11. Backordered items can be eliminated from item selections. (If an item will not be available in a timeframe you determine, the item is removed from the site until it is back in stock.)



**Our extraordinary turnkey business programs involve little effort and no advertising investment on your part. But, there are a few requirements.**



## Requirements for implementation

Yes, our programs are simple, easy, convenient and profitable. However, there are a few requirements:

### **Your company must have:**

- ✓ Drop-ship capabilities (either in-house or via third-party solutions like VendorNet or Commerce Hub).
- ✓ The ability to capture and forward, through your drop ship system, the product customization parameters. This can be a single field. It will contain the PalmBeach Jewelry product number, SKU code and all personalization data.
- ✓ Electronic means to send/receive order data, shipping status, etc. EDI is preferred.
- ✓ The ability to map our categories (rings, bracelets, necklaces, etc.)
- ✓ Someone available to set our items up in your system and cross-reference our item numbers.

### **On-web programs:**

In addition to those items already listed:

1. We will require a link on your home page.
2. A banner, on your home page promoting jewelry and/or fragrances available on your web site.
3. At least 2 emails per month promoting jewelry and/or fragrances. (These can be banners in your regular emails.)
4. On-page program to support/promote the on-web program. (Or we will need to insert a blow-in or bind-in into your catalog to let your customers know that you now offer jewelry and/or fragrances. We will pay for print and paper, you will pay to insert.)
5. Checkout is done on your site.

### **Microsite programs:**

In addition to those items already listed:

1. We will require a link on your home page.
2. PalmBeach Jewelry can use your site's headers and footers to present a seamless site presentation to your customers. It appears to them that they have never left your site. (We support pulling headers and footers dynamically or statically.)
3. Links to our microsite can be placed anywhere on your site. They can redirect to specific categories (rings, watches, bracelets, etc.) on our site or directly to our "Homepage" for the full selection.
4. A banner, on your home page promoting jewelry and/or fragrances available on your web site.
5. At least 2 emails per month promoting jewelry and/or fragrances. (These can be banners in your regular emails.)
6. On-page program to support/promote the on-web program. (Or we will need to insert a blow-in or bind-in into your catalog to let your customers know that you now offer jewelry and/or fragrances. We will pay for print and paper, you will pay to insert.)
7. You only need to set up one item number for each major category we offer such as Watches, Fragrances, Rings, Bracelets, etc. This will provide a basic description of the drop ship item throughout your customer service and order processing systems.
8. When the customer selects "Add to Cart", our site will redirect back to your site, passing parameters which define your item number, the PalmBeach Jewelry product, it's selections (size, color, etc.), price, your cost, image URL and detail page URL.
9. Checkout is done on your site.