

QueQue Tab

Sub-Category 1: Sapphire Metal Jewelry by Quantum

Always Better Alternatives

High tech and high quality, the Quantum Collection is an extreme makeover of jewelry as it is seen today and answers the call for superb items at affordable prices. Designed for the “Millennial Generation,” it fuses inspired artistry, innovative engineering, and contemporary alternative metals to create bold statements. It's the perfect example of strength meets style with uncompromising attention to detail, a blending of technology with contemporary fashion trends.

QueQue by Quantum products represent the core structure of our “Blue Ocean Jewelry,” aptly named for its inspiration from the “Blue Ocean Strategy.” Blue Ocean Strategy describes how such iconic successes as iTunes, Starbucks and Amazon changed the rules of their mature markets. “Blue oceans” are created by companies who think out of the box, deliberately stepping outside the super competitive existing marketplace to rewrite the rules thereby creating a wide, sunny blue ocean in which to sail alone. They then proceeded on their terms to sail in the wide open blue ocean they had created for themselves rather than endlessly fighting each other for a piece of the steadily declining pie known as “The Red Ocean,” graphically referring to the weak getting eaten or dying off with the cutthroat competition turning the ocean bloody.

This line is an example of our Blue Ocean Strategy because it is an entirely new combination of jewelry and industrial metals that is not currently available anywhere else on the market. Due to its affordable price points it will be a very competitive and unique entry into a proven market – alternative metal rings. You will also have the confidence of knowing that these products aren’t available anywhere else in the marketplace.

All Quantum Sapphire Metal products will be fully backed by a manufacturer’s extended warranty program called – “The Quantum Guarantee.” It’s above and beyond the customary retail guarantees, becoming your “Companion for Life” and includes: “Always Fits” - for size exchange privileges, “Always Happy” - the product can always be replaced for a new one if the customer is dissatisfied and “Always Yours” - if an item is lost or stolen and previously registered at Quantum.com, the manufacturer will replace exactly the same model even if it is no longer produced and the replacement will never cost more than the original purchase price. All other QueQue items will also be either fully or partially covered by this warranty.

STC100: QueQue by Quantum’s benchmark line is “**Quantum Sapphire Tungsten Complex 100**” (**STC100**) a completely new hybrid tungsten-composite line of Quantum Sapphire wedding bands. STC100 fuses sapphire crystal with a patent-pending tungsten alloy to form an elevated alternative metal category. Sapphire crystal is so advanced, scratch-resistant and strong that Apple is planning to use it for the screens of their next generation iPhones! You can soon expect to see sapphire crystal screens on high-end smartphones that are so shatter defiant the phone will no longer require a case to protect it. STC100 takes the strength of sapphire crystal and enhances standard industry tungsten carbide to a never before seen level of durability.

QueQue Quantum Sapphire Tungsten Complex 100 (STC100) Back Story: *Always Better Quality* - RICHARD SONG, long time Korean jewelry manufacturer & early pioneer of tungsten carbide rings has spent years developing a collection of superior alternative jewelry products - - Sapphire Tungsten Rings branded under Quantum Quality Sapphire Tungsten Complex STC100 using proprietary formulations.

Quantum STC100 is above and beyond any alternative metal available on the market today, exceeding titanium, cobalt and yes, even tungsten carbide. This evolutionary sapphire crystal complex is exclusively created for jewelry-metal bands aimed primarily at the “Millennial Generation.”

With an expected alternative metal market share growth of 35 – 40% over the next 5 years in mind, Quantum STC100 is specially formulated solely for fine jewelry, not an adaptation of a lackluster industrial grade metal product. STC100 is less brittle, less likely to tarnish and more scratch resistant, easier to set with gems and is a comfortably lighter and more jewelry-like band than industrial tungsten carbide, but still feels more substantial than all other precious and alternative metal jewelry. STC100, with sapphire crystal, is a significantly advanced version of current tungsten carbide compositions.

Combining the above properties ensures that Quantum STC100 is the new next ‘best’ thing to happen to the wedding band fine jewelry industry.

SCC100: An always sleek stylish and enduring **Quantum Sapphire Ceramic Complex (SCC100)** is under development. These revolutionary lines represent the face of the jewelry industry’s future combined with the time-honored traditions of craftsmanship and class.

Sub-Category 2: QueQue Bridal

We know what the key industry trends are and how to create the most alluring, classic and desired connotations of each. We believe jewelry should be a force of positive energy revealing the beauty that resides within. We want to ensure that our products are new interpretations of the most sought after elements on earth, therefore we created pieces that are refined, luxurious and evoke an emotional response through artful presentation, maximum aesthetic quality and are attainable no matter what budget or style preference.

The QueQue Bridal line will truly speak to the idea of individuality because it is a series of collaborations between us and a talented outside designer. One such line is “Always in Love” by XXXX, a unique expression of love thoughtfully designed with the wearer in mind. If you want your forever connection to truly shine like no other, simply place a ring from the Always in Love line on her finger. We will also be featuring “Forever in Love” by XXXX. Having lines by different designers in this series exemplifies how there are so very many visions of the best representation of your bond to one another, all you have to do is pick the right one for your love.

Sub-Category 3: QueQue StarVinci – Treasure Art Jewelry

QueQue Star Vinci: Treasure Art Jewelry is an example of a “Blue Ocean Strategy” as we will think out of the box to find items which will intrinsically appeal to your affections for all things beautiful, if you like our jewelry we are sure you will also like these collectable artwork collections. Local jewelers and local art galleries have much

in common: ownership type, highly personal service, unparalleled knowledge and appreciation for their art/craft, ability to know and influence a customer's taste and provide personalized items for their ongoing delight. This led us to creating a line of fine art featuring carefully chosen professional artists with their work extended into numerous renditions: fine paintings in limited edition, signed prints; fine signature perfume, fine printed scarves, etc.

For our first collaboration, we have the honor of presenting the works of Platine da Vinci, French artist extraordinaire. Her talent is timeless, her creations are breathtaking; she has a magic touch which cannot be stopped or altered and a mystical creativity that can't be defined. Ms. Da Vinci can neither be described nor understood, her art is a journey to the core of one's soul where the inner child can be reached, and where fame and fortune does not have any meaning but where joy with no reason is the rule of the game.

She has shown her exquisite collections of art in some of the most renowned art galleries and shows including: Galler Elysee Collection - High Point, NC; Women's Biannual Show – Grand Palais , Paris; Washer Gallery - Brussels, Belgium; Salon Ricard –Paris; Espace St Honore –Paris (Her Own Art Gallery); Espace Deauville-France and most recently the Studio Gallery for Private Viewing – Las Vegas, NV, plus many more. She has also been commissioned world-wide for many esteemed projects including: Large Scale Fresco –Masonic Temple Entrance - French Caribbean; Air France – Caribbean; Air France Company – Paris; Tiger Museum – Tokyo; United Nations - New York and for King Hassan II – Gift From Moroccan Embassy - New York.

QueKue Bridals Tab

QueKue: Essential Bridal ***Always Unforgettable***

Some things are meant to last forever, the most important one being true love. The QueKue Essential Bridal Series presents the stars of jewelry for the queen and kings of jewelry purchasers, those starting out on a path to a new chapter in their lives, those that are planning on the ultimate expression of love – marriage. It is also for those celebrating marriage's lifelong moments who want to preserve their memories in a way that will last a lifetime and represent the pivotal points of life's cherished moments from now until forever, with a diamond ring.

When a person finds that special someone they know it, and they shouldn't have to save up three months' worth of salary to show it. QueKue's Essential Bridal Solitaire engagement rings allow them to express that love the moment they feel it with a stunning, timeless classic ring at an affordable price.

Sometimes a person sees something and it immediately reminds them of their forever love. The QueKue Essential Bridal Classic line features rings that display this celebration of love in sophisticated, highly-detailed striking settings that represent the endless possibilities that the future holds.

Diamond rings aren't just for proposing, they are for celebrating an anniversary or any occasion that's a milestone in life. The QueKue Essential Bridal Modern line reflects life's most important memories by symbolizing that elation in a piece of dazzling jewelry that they will have forever. That forever is also our guarantee to you through our "Companion Forever" warranty that instills full trust in your purchase.

Presenting a QueKue ring means the smile on her face will shine as brilliantly as the ring on her finger.

QueKue: Essential Bridal Solitaire (EBS): *Always in love* - QueKue's EBS line keeps affordable quality in mind pricing the entire line under \$2,500 by controlling total diamond carat weight. This collection features more simple-classic traditional solitaires either set with center diamond or as semi mount. Spending wisely doesn't mean poor quality or craftsmanship; it means that "always and forever" will be symbolized by smart planning and romantic dreams.

QueKue: Essential Bridal Classic (EBC): *Always Lasting* - QueKue EBC highlights current trend wedding bands and semi mounts priced \$899-\$9999 and can be defined as a more sophisticated bridal mounting with the latest collections evolving with trend changes and creations beyond today's look. The QueKue EBC line allows a person to express their love to their significant other in the most committed way, announce to the world that they are a couple forever by proposing. This line showcases on-trend designs with unique character and an eye towards the future. These items can be supported with silver/CZ samples, required purchasing and refundable merchandise.

QueKue: Essential Bridal Modern (EBM): *Always Celebratory* - The QueKue EBM line marks the journey of love that happens over time, signifying the first year of marriage all the way to the 51st year of marriage and beyond. This line can also help celebrate a new baby, a new job or any event where expressing love will truly light up someone's day. A ring that symbolizes never ending love for each other, for your family or your friends would make anyone receiving it truly feel how special they are to that person.

QueQ Collections Tab

Sub-category 1: QueQ Essentials

Always Timeless

Almost every industry has one type of item that is the most in demand. For the jewelry industry that item is simple well-priced diamond jewelry. This staple item is the quintessential product for a woman to feel her most alluring. This is why SBG has created the QueQ Essentials Series. It is comprised of everyday essential jewelry for all occasions, the designs are simple but elegant, and most importantly, priced desirably.

This line enhances everyday dressing with the sparkle and class that can only be achieved by a diamond. The pieces can be easily mixed and match outfits for work, for leisure or for anytime you want to feel your most feminine. It is broken down into three collections, Essential Value Items (EVI), Essential Daily Items (EDI) and Essential Popular Items (EPI). They provide you with styles that have an expensive look at affordable prices, so

it's easy to feel confident about wearing them every day. There has been no sacrifice of superior craftsmanship or innovative designs, Essential collections provide uncompromising quality and service at an enhanced value. No matter the mood or setting there will be many opportunities to wear them almost anywhere, and they will become the pieces you come back to over and over again when you want to truly shine.

Essential Value Items (EVI): *Always Simple Elegance* - The EVI collection includes simple stud earrings, diamond solitaire rings and pendants plus tennis bracelets: simply diamond and gold jewelry.

Essential Daily Items (EDI): *Always Traditional* - With slight embellishments and enhancements to the EVI Collection, this line includes hoop and multiple combo drops or dangling earrings, bands, 3-stone rings, journeys, cross, heart and other pendants, necklaces, tennis bracelets and bridal/engagement/anniversary rings/bands/sets. The collection is classic because every item in it stands to become the classic piece you will reach for whenever you want to enhance your daily look.

Essential Popular Items (EPI): *Always Chic* - Contemporary creative design, elegant and modern styles with perfectly set diamonds and a touch of accentuation added to classic designs.

QQ Brands Tab

Sub-category 1: QQ Always Online

QQ Always Bottom Line: *Always Affordable* - Jewelry continuously has fresh, new trendy products being created. However, we know that not everyone feels the need to rush out and buy the latest trend. Rather they would like to add to their eternally classic collections. In order to help you build that collection we have created a line of clearance items that will fit any budget and allow for purchasing a larger quantity of products without breaking the bank. However, you needn't worry that you are buying lesser grade pieces, QQ Always Bottom Line does not mean bottom quality; rather it is high quality items sold for bottom line prices.

QQ Always Expanse - There is always room for growth and expansion. This line will be devoted to any item under the QQ Brand that is not jewelry, but we feel represents our prestigious brand well. This may include a QQ Always Arts line or a QQ Always One-of-a-kind line as examples and we hope to collaborate with outside merchandisers to create QQ Always lines that streamline your shopping experience.

Sub-category 2: QQ Always Collections - *Always Timeless*

Be captivated by the colorful world of QQ Always Collections, glittering with embellished ornaments of precious, semi-precious, alternative gems and pearls. These eye-catching pieces will mesmerize and fascinate the young and trendy with a touch of their own as well as introduce new and innovative concepts to every generation; exquisitely for the wonderful world of hues.

Who wouldn't want to feel like they are wearing a statement piece that clearly defines them as a trendsetter with impeccable taste? The QQ Always Collections are comprised of our most popular items that are sure to

become your most popular items as well. They are fashionable products that add the finishing touch to any outfit. No matter what the occasion, this series will get you noticed. Comprised of contemporary pieces featuring precious and semi-precious stones in 14k gold, with an added bonus of affordable pearl and alternative gem stones, there is something for every budget and every style. They will elevate your style and captivate onlookers with their fashionable edge and feminine glamour. This series allows everyone to own a piece of jewelry that they cherish and adore no matter what their budget is.

QQ Always New: *Always new and fresh* - These are contemporary pieces that are, and feel, continuously new and fresh. You will have peace of mind knowing that these items are not available anywhere else.

QQ Always Vogue: *Always ultra-modern* - Almost as important to retailers as diamonds are precious gems. The Vogue line highlights ultra-modern styles created using impeccable quality luscious precious gemstones. These compelling designs will capture the heart of anyone who desires to cast a hypnotic spell with what you are wearing.

QQ Always Special & Unique: *Always ageless* - Desirable pieces to collect that can be stacked together and worn again and again. The items in this line are created with exquisite semi-precious gemstones that sparkle and shine and are within a more affordable price range than diamonds.

QQ Always Cute: *Always precious* - Alternative gems and metals in delightful shapes. This charming line will bring out your inner child with its sweet look and affordable prices. They will add a pop of color to any wardrobe and you will be so enamored by not only the jewels, but the price points as well, that you will surely want to buy multiple pieces at a time.

QQ Always Pearl: *Always memorable* - There is nothing as timeless as a flawless, unblemished pearl, with its mesmerizing luster and classic look, it's no wonder pearls are a staple in almost any women's jewelry wardrobe. Simple, formal and intriguing, this line makes this must have jewel affordable for all.

Q Brands Tab

Sub-category 1: Q Daily Value Item (DVI)

Q DVI is a collection of commodity items composed from partnerships with outside vendors. These items are only available in limited number and when they are gone, they are gone, so you should check back daily to make sure you don't miss that perfect item you have been searching for! You can expect the same quality and pricing you would find at other locations, but all in one place. These lines come together to bring you a one-stop shopping experience unlike any other. Instead of searching store after store or browsing through store websites that offers 1000's of products to find what you are looking for, DVI is broken down into easy to navigate categories:

- DVI Loose Diamonds
- DVI Gold Jewelry
- DVI Silver Jewelry

- DVI Fine Jewelry
- DVI Watches

QueQue Companions Tab

Sub-category: About Us

Super Bell knows what the key industry trends are and how to create the most alluring, classic and desired connotations of each. We believe jewelry should be a force of positive energy revealing the beauty that resides within; we believe profoundly that people everywhere are anxious to participate in creating change. Therefore we had to reinvent ourselves to offer the most innovative jewelry designs available, with a primary focus on our custom, in-house jewelry portfolio, creating a powerhouse brand of product lines that combine all we stand for and that you simply won't find anywhere else. We want to ensure that our products are new interpretations of the most sought after elements on earth, and the only way to do this was to create a product portfolio filled with pieces that are refined, luxurious and evoke an emotional response through artful presentation, maximum aesthetic quality and are attainable no matter what your budget or style preference is.

Although this collection of product lines will undoubtedly captivate with their elegance and sophistication, what makes them truly special is that they are the culmination of a dream envisioned by Lo Huang, owner and CEO of Super Bell Jewelry, several years ago. He realized that the economic firestorm was wreaking havoc on the jewelry industry and was compelled to find a way to combat it. He is now seeing this vision come to fruition through these quality products and the newly created Super Bell Group's (SBG) promise of unparalleled customer service. The idea behind Quetique is to combine impressive knowledge and expertise with amazing personal customer service.

Quetique symbolizes our personality, signifies our style, accentuates our life and celebrates our moments. Every intricately designed piece of Quetique jewelry reflects wisdom and individuality, and sparkles and highlights your every occasion with countless memories to cherish. From the everyday to your wedding day; from youthful vibrancy to modern glamour; from fashion forward to classic elegance, Quetique is your innovative brand married with an essence of service privilege that is prestige.