



UNITED STATES SENATE
WASHINGTON, D. C. 20510

OLYMPIA J. SNOWE
MAINE

November 15, 2008

Dear Jeff,

Please accept my warm greetings and best wishes on the grand opening of your new showroom in South Portland. What an outstanding testament to Day's Jewelers and its nearly 100 years of sterling service as well as to your innovative and impressive leadership since purchasing Day's twenty years ago. I couldn't be happier for you, Kathy, and your entire staff!

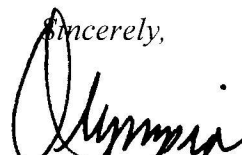
Of course, looking back, I can't help but recall you and your wonderful family and your store in Madawaska. Now you've grown to six stores – five in Maine and one in New Hampshire, and you are unveiling one of the largest, state-of-the-art, full-service jewelry showrooms in the country! You truly exemplify the very best of the Maine work-ethic, can-do spirit, and sense of enterprise!

With this new space, you will not only display spectacular gems in their settings, but you will also have on the premises a gemological laboratory, a precious metal casting area, and a full-service custom design and repair center. And these strides unquestionably underscore your exceptional vision and sense of purpose for your company – all of which are profoundly demonstrated in your commitment to corporate social responsibility through your “Made in Botswana” diamonds initiative.

What a source of pride it must be that you are the first jeweler in the nation to undertake this endeavor as a pilot project which focuses on the authentication of the diamond product as well as the dignity of this African nation, producing the gemstones. You are to be commended for being on the cutting-edge of combining commerce and conscience. Moreover, even though your good will extends globally, your compassion is prevalent locally as a portion of tonight's sale proceeds will be given to the Junior League of Portland.

Jeff, you and Kathy have my heartfelt congratulations on your well-earned success and the economic benevolence you are rendering to the communities of Greater Portland and beyond.

Sincerely,


OLYMPIA J. SNOWE
United States Senator

*With admiration
Great friendship for a
great family and small
business!!!*