



RICHARDS AND WEST, INC.
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Imprint On My Heart®
Fingerprint & Handwriting Jewelry



Memory In My Heart
Fingerprint Jewelry

Richards and West, Inc. Mergers with Imprint On My Heart and Memory In My Heart to become the Largest provider of Keepsake and Memorial Fine Jewelry Nationally

Rochester, New York (August 3, 2015)- Richards and West, Inc. a fine jewelry designer, manufacturer and retailer, today announced a definitive merger agreement to increase their Keepsake and Memorial Jewelry product line.

The merger with Imprint On My Heart and Memory In My Heart, based in Carmel, California, extends and reinforces our portfolio in the keepsake and memorial jewelry market," said John R. Keim, President of Richards and West, Inc. "This unique opportunity will make Richards and West the leader of wholesale and retail custom keepsake and memorial jewelry nationally. The integration of the companies is in line with our long-term strategic goals and it is far and away the best opportunity for Richards and West to enhance their brand portfolio in a high growth market."

About Richards and West, Inc.

Richards and West, Inc. is a family owned and operated fine jewelry design, manufacturing and retail company located in East Rochester, New York. The company was started by John Richard Keim. Keim began his career as a master jeweler as a teenager establishing his reputation for his skill and talent creating a line of men's and women's jewelry then introducing the line at The Jeweler of America Trade Show in New York City in 1983. In 1985 Keim won the prestigious DeBeers, Diamonds Today Award, considered to be a prestigious and honorable award for excellence in jewelry design and craftsmanship. Richards and West is proud to be an American made fine jewelry company with all products created entirely in their 15,000 square foot facility in East Rochester, New York. www.RichardsAndWest.com

Precious Vessel, the company's keepsake and memorial fine jewelry collection, was introduced in 2014 to provide funeral professionals with a very personalized way to meet their needs for a high-quality and enhanced offering that would capitalize on the rising trend in cremations and meet the needs of families wanting to memorialize a loved one. The collection has expanded to include keepsake fine along with a line of pet memorial jewelry. www.preciousvesseljewelry.com

About Imprint On My Heart and Memory In My Heart

Imprint On My Heart is a custom jewelry design and manufacturing company, formerly located in Carmel, California. In 2005, the company was started as an entrepreneurial venture of Kathryn Albers, creating the luxury personalized fingerprint jewelry market. Imprint On My Heart creates heirloom quality pieces in sterling, 14k and 18k gold and platinum. Using the thumbprints, baby footprints and pet paw prints, unique and original designs were created into pendants, lockets, charms, earrings, rings, cuff links, dog tags and more. The business expanded into the engagement and wedding ring market creating fingerprint rings and bands studded with diamonds.

With the death of her grandfather, Kathryn Albers sought to preserve his unique handwriting in a tangible form. With requests from families and funeral homes, Memory In My Heart was created to provide lasting memories to those who lost their loved ones by creating fingerprint cremation ash pendants and memorial lockets. Special lines were designed for memorializing the loss of a child and the loss of the family pet. Memory In My Heart became the foremost design company for luxury memorials. www.ImprintOnMyHeart.com