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**WAIKIKI AQUARIUM AND ELLE COUTURE JEWELLERS JOIN TOGETHER
FOR A GEM OF A DEAL**

*** Portion of Roberto Coin Sea Life Jewelry Proceeds to be
Donated to the Friends of Waikiki Aquarium ***

HONOLULU (June 8, 2009) – Now through the end of the year, Honolulu-based elle Couture Jewellers will be making a splash by donating 10 percent of the proceeds of its Roberto Coin sea-life collection to the Friends of Waikiki Aquarium (FOWA). In addition, as an additional benefit of membership, FOWA members will enjoy a 10 percent discount off their purchases of the beautifully elegant pendants.

Inspired by the sea, the pendants are made of white gold with diamonds and feature a Seastar, Seahorse, Seashell, Lobster, Fish and Crab. Each pendant has a small ruby set on its inside, in a hidden position, to allow direct skin contact with the gem. The exclusive signature of every Roberto Coin jewel, the hidden ruby is dedicated, as a secret gift of good wishes, to every woman lucky enough to enjoy wearing and loving one of his exclusive creations. The pendants start from \$620.

Located at 909 Kapiolani Boulevard, Suite A, elle Couture Jewellers is open Monday through Saturday. For more information, call (808) 591-8080.

(more)

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Founded in 1904 and administered by the University of Hawaii since 1919, the Waikiki Aquarium is located on the shoreline of Waikiki Beach next to a living reef and across from Kapiolani Park. The Aquarium – third oldest in the U.S. – showcases more than 500 marine species, and maintains more than 3,000 marine specimens. Public exhibits, education programs and research focus on the unique aquatic life of Hawaii and the tropical Pacific. The Aquarium welcomes more than 320,000 visitors annually, and is open daily from 9 a.m. to 4:30 p.m. except Honolulu Marathon Sunday and Christmas Day. Admission is \$9 for visitors; \$6 for local residents, active duty military with ID, students with ID and seniors; \$4 for youths ages 13-17 and persons with disabilities; \$2 for juniors ages 5 to 12; and free for children 4 and under and Friends of Waikiki Aquarium (FOWA) members. For more information about the Waikiki Aquarium, including membership, please call (808) 923-9741 or visit www.waquarium.org.

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