

## **Titanium-Jewelry.com Introduces the ZURNOV Tungsten Ring by J.R. YATES**

*Featured designer, J.R. YATES crafts best selling ring - black ceramic and tungsten combine to create hottest ring in Titanium-Jewelry collection*

(Modesto, CA) August 19, 2008 – Titanium-Jewelry.com, a leading online retailer of titanium rings, tungsten rings and contemporary mens jewelry, today announced the featured design from J.R. YATES, the ZURNOV. The best selling ring, crafted from black ceramic alloy features a ribbed tungsten carbide overlay. This newest best seller is one of many favorites in the retailer's line of contemporary titanium rings, tungsten rings, and mens wedding bands.

The ZUROV is incredibly durable with alloy components measuring a 9 on the MOHS hardness scale, yet simultaneously lightweight and comfort fitting in design. While a relatively new designer, J.R. YATES has created several new designs, that have gained an almost cult like following among men today. Featuring a variety of styles, the J.R.YATES collection presents modern designs combining bold infusions of tasteful lines ideal for today's fashionable yet masculine clientele.

Customers will find clever designs and comfortable bands that boast the rugged durability of tungsten carbide available in varying finishes and accent materials. Yates chose the ultra hard materials of black ceramic and tungsten carbide to create a contrasting effect.

"The combination of black ceramic alloy and tungsten carbide makes the ZURNOV very popular with men looking for a truly contemporary design," stated Ron Yates, founder of Titanium-Jewelry.com. "This newly designed tungsten ring, embodies the design traits that fashion savvy customers look for when quality and style must counterbalance a masculine appeal. We are pleased with the response to this design and inspired to design even more best selling tungsten rings," concluded Yates.

Titanium-Jewelry.com strives to stay at the forefront of contemporary jewelry trends by offering shoppers the benefit of choice, quality and unique styling for mens wedding bands, titanium rings and tungsten rings for men and women. As part of the J.R. YATES collection, shoppers will find an enhanced selection of tungsten rings featuring comfort and rugged durability, as this new premium line of tungsten carbide jewelry offers a refreshing adaptation to tungsten ring designs.

Offering modern designs for those who prefer quality jewelry at affordable prices, Titanium-Jewelry.com is known for carrying not only the designs of today, but those that will shape the jewelry fashions of tomorrow. The online retailer specializes in titanium rings, tungsten rings, and men's wedding bands among other unique jewelry items. For more information on ZURNOV by J.R. YATES, please visit <http://www.titanium-jewelry.com/tr-jryr201.html>.

About Titanium-Jewelry.com

Titanium-Jewelry.com provides a wide selection of tungsten rings, titanium rings and black titanium jewelry uniquely styled for men and women. Experts in modern men's wedding bands and modern metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit <http://www.Titanium-Jewelry.com>.

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