



You don't want it. He can't have it back.

www.exboyfriendjewelry.com

ExBoyfriendJewelry.com is a website conceived and launched by Megahn and Marie Perry in February of 2008. And by "launched" we mean, we knew we had a good idea and all of our friends and family agreed and thought it was funny... so we put it up online. We were not even close to being prepared for the kind of overwhelming response we've had from people beyond said friends and family. Needless to say, Exboyfriendjewelry.com has been a very pleasant surprise.

So, why a website where you can buy, sell or trade ex jewelry AND write about the break up?

Megahn says it best:

"A while back I was trying to figure out what to do with some ex jewelry myself. I had some lovely necklaces and a wedding set (oops, better luck next time) that were not seeing themselves to the door if you know what I mean. After a trip to a local pawn shop (ew), and a visit to the neighborhood consignment store (you get how much?), I went to dinner at my parent's house and said to my step-mom, Marie, "I want a safe, reliable place to sell my ex-boyfriend jewelry" and she says to me "There should be a website where you can do that and have a little fun while you're at it."

And that was the jumping off point for the site. You know what they say, "necessity breeds invention." We quickly realized that if WE needed a place to unload ex-boyfriend jewelry, then other people just might be in the same spot.

But we didn't want to provide just another "marketplace" environment. Ebay kind of has that bit of the net covered. We wanted to provide a fun, lighthearted platform, a community if you will, focused on just those little items left over. A place for women/men/people of all ages to meet, share their stories and get those tangible memories out the door and on to new owners who can enjoy them on a whole new level. AND a place to write about and read about those break ups. Exboyfriendjewelry.com is that place. But don't let the name fool you - we accept all ex-jewelry: ex-boyfriend, ex-husband, same-sex-ex. All are welcome.

Break it down!

Each post or ad is broken down into a few different sections in order to maximize the "salability" of an item. When a seller posts an item they are asked for the following:

The Scoop - This is where a seller gives the story behind the jewelry. Was it a bad break up? An amicable one? Does the seller want the item out because they just can't bear to look at it, or is it simply time to move on and maybe make a little extra cash in the process?

Jewelry description - This section is reserved for the basics. Gold? Silver? Diamonds? What is it and what does it have on it.

Jewelry rating - This is turning out to be the dark horse favorite and the most beneficial to anyone buying the jewelry as a potential gift for someone else. We ask the seller to rate the gift - Loved it but just can't stand to see it anymore? Great gift, wrong guy? New boyfriend asking questions? It may no longer have a place in your life but someone else may love it and we hope buyers will find this a useful bit of info.

Condition - Sellers access what sort of shape the item is in post break up. This is a good place to let someone know if a battery needs replacing or if a clasp is broken. If you ground it under your heel in frustration, maybe it's not the item to sell.

Price - Sellers list their own price for their jewelry. Prices range from \$5.00 to \$4,000 at the moment. If no price is listed, it's assumed that the seller is looking for a "best offer."

We also include a section where users post whether an item is: FOR SALE, FOR TRADE, or FOR GOOD KARMA GIVE AWAY. And each ad is categorized by type - Rings, Necklaces, Bracelets etc. And for those who were hoping for something sparkly and ended up with a toaster, we've included a "Gifts that should have been jewelry" category.

What's for sale?

Items for sale right now range from a \$20 beaded necklace to a \$11,000 diamond engagement ring (Nice!). Lots of name brand items - Gucci, David Yurman and Tiffany to name a few. One poster tells the sordid tale of her love of Tiffany and Co:

The Scoop: "I always wanted Tiffany jewelry from a boyfriend. Well, I finally got my wish but with some drama. Turns out he bought the same exact pieces for his WIFE! Doh!! He was married. She's the one that told me all about it the day she called my office freaking out. Rightfully so! I'm glad those days are in the past. I would like to pass these pieces on to someone that can enjoy them. I send them with much happiness from moving on with my life. Treat yourself or maybe a friend?? :)"

What's selling?

What's not selling? Check out "Testimonials" on main menu on the site. Since we're not a part of the sale, we don't track each transaction, but we do ask users to update a post as "sold" or to take it down after a sale is complete. From what we hear from our users, people are buying and selling like mad. One user wrote in to tell us she sold two rings in 24 hours and bought herself a "right hand diamond."

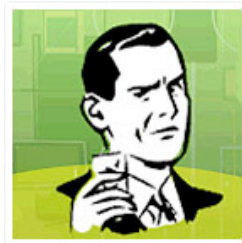


Bloggity, blog, blog, blog.

ExBf Blog - This is where we talk about anything we damn well please. We've blogged about our favorite "Post Break up Activities," great website, make-up we like etc. Ok, maybe we talk about how fabulous the site is, too. Whatever. We've also started inviting Guest Bloggers to join us and have asked writers, actors, friends, therapists etc. to contribute.

But, ladies, how are you making money?

We are an ad support site. Exboyfriendjewelry.com is a platform that brings buyers and sellers together and we don't take a percentage of the sale. We may in the future charge a small "per ad" fee, but for now it's all free of charge.



Calling all boys!

One may wonder what a man's role is in this woman's world. Well, as far as we can tell.....um, HELLO?! GREAT JEWELRY AT GREAT PRICES FOR YOUR NEW GIRLFRIEND! We encourage men to come to the site, not only to read about the emotional lives of others, but to buy, buy, buy! We've had a number of men tell us they love the site and they are excited by the prospect of having a venue to buy presents where the jewelry is already rated for them. It's quick, it's easy and it's cheap - three qualities men seem to be drawn to (that's such a bad joke). But seriously folks, we hope the men are just as keen to use the site as women are. AND what happens when she gives the ring back? We welcome your ads, guys!

About us:

Megahn Perry (aka the step-daughter) is a lovely actress and writer who works consistently in both fields in Los Angeles, CA (Seriously, google her). She lives alone with her favorite dog, Eva Peron. Just in case you're curious, she spends most of her free time reading, tivo-ing and going out and about with her devastatingly handsome boyfriend, Jeremy. Currently, she is adorned with jewelry given to her by said boyfriend with no plans to sell it on the site (don't think he wasn't nervous about it).

Marie Perry (aka the step-mother) – Marie is also a lovely woman who works as an agent representing cinematographers and production designers in the entertainment industry (seriously, google her). She is happily married to Megahn's dad and has been for over 20 years. They have one son, 13, named Brennen. Marie is happy to report that she has little to no ex-boyfriend jewelry lying about (trust us, we looked).

The Stats:

- Average of 30,000 – 40,000 page views daily and sometimes lots more.
- Approaching 26,000 registered users and growing.
- Average of 34,000 to 42,000 unique visitors per month
- The majority of users are women, but we do have a number of men sprinkled in there, too.
- Approximately 1100 jewelry ads, and sales happening everyday.
- LOTS of great break up stories.

Bottom Line

We are looking to attract smart, witty, like-minded people who are ready to have a good laugh about a not so funny subject. In no way are we looking to offend, bash or ostracize anyone, be they ex-boyfriend or not....unless, of course, they deserve it.

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