



MEDIA ADVISORY

San Francisco Giants Partner with Balfour | Sports to Provide Championship Fan Jewelry Collection

What: The San Francisco Giants have partnered with Balfour | Sports to help fans celebrate the Giants' 2010 World Series victory with a limited-edition Championship Fan Jewelry Collection. Now, Giants fans can relive their favorite team's historic 2010 season every day by sporting high-quality rings and accessories custom made by Balfour.

The Giants Championship Fan Jewelry Collection includes:

- **Personalized Ring Collection:** These rings, featuring the San Francisco skyline, AT&T Park and the World Series trophy, can be personalized with the proud owner's name. Fans can adorn their ring with white and orange diamonds or enamel.
- **Fan Ring Collection:** This classic line commemorates the 2010 championship season with San Francisco Giants style. Pieces can be made in 10 karat white gold, sterling silver or celestium.
- **Medallion Collection:** Accessories featuring the classic San Francisco Giants logo in either silver or orange enamel. These bracelets, cuff links, earrings, necklaces, money clips and lapel pins are available in 10 karat white gold or sterling silver.
- **Trophy Collection:** Accessories featuring the Giants logo atop the iconic World Series trophy. Bracelets, cuff links, earrings, necklaces, money clips and lapel pins are available in 10 karat white or yellow gold, sterling silver, and with diamonds or cubic zirconia.

When: Fans can order their limited-edition pieces from April 10, 2011 until December 31, 2011.

Where: Items can be purchased at:

- SFGiants.com/fanring
- Six Giants Dugout Stores: AT&T Park, Stanford Shopping Center, Serramonte Shopping Center, Embarcadero Center, Stonestown Galleria, Valley Fair Shopping Center
- By Phone: 1-877-714-4552

More Info: MEDIA ONLY: Please contact Lacy LaBorde at 512-440-2639 or lacy.laborde@balfour.com for interviews, pricing information and product images.

About Balfour:

Balfour is a premier provider of school spirit and recognition products for students, military personnel and professional sports teams nationwide. Headquartered in Austin, Texas, Balfour has sold class rings, yearbooks, graduation products, varsity letter jackets, athletic championship (professional and amateur), military products, and affinity jewelry for nearly 100 years. Balfour is owned by Commemorative Brands, Inc., a company of American Achievement Corporation (AAC), which reported sales of \$290 million during fiscal year 2010. AAC is a portfolio company of Fenway Partners. For more information, visit Balfour.com.

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Fans can buy commemorative rings, but not exact replicas

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Many fans have asked me about purchasing copies of the World Series rings handed to the players last night.

The answer is no. The Giants did not want to compromise the uniqueness of the Series rings by selling knockoffs. However, the Giants have partnered with the Balfour ring company to sell various pieces of commemorative jewelry and mementos.

(Balfour, based in Texas, was one of the companies that lost to Tiffany in a bid to make the real rings. This is a nice consolation prize given fan fervor for all things World Series.)

Fans can buy personalized rings that feature the San Francisco skyline, the ballpark the World Series trophy and the purchaser's name. White and orange diamonds can be added.

There is a non-personalized ring that can be made in 10-karat white gold, sterling silver or something called celestium. (Beats me.)

Then there are assorted bracelets cuff links, necklaces, money clips, etc...

All the stuff is supposed to be available at Giants Dugout stores and online. [Here's a link.](#)

The prices are on the site. They range from very reasonable to "Oh dear God," depending on your tastes.

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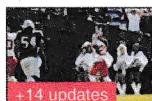
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A sports view from the left coast

San Francisco Giants Replica Championship Ring
Available for Purchase

by Ernie Pomin · Apr 11, 2011 11:22 AM PDT

After the [San Francisco Giants](#) received their 2010 World Series Championship [rings this weekend](#), there has been a lot of buzz generated about people wanting to buy one of their own. Unfortunately, the Giants will not make or sell any more of the actual championship rings, but you can now [purchase a replica ring](#) to commemorate the Giants epic 2010 season.

The replica looks somewhat similar to the actual championship ring, but has a few key differences such as the word 'Giants' on a diamond coated baseball on the front instead of the diamond encrusted 'SF' logo on the real one. The replica has a picture of the San Francisco skyline while the real one has the Golden Gate Bridge, but both have the likeness of the championship trophy on the other side. You can get your ring customized with your name on it, and have the option to add more diamonds or cubic zirconia, but it all comes with a price. The replica starts at \$429.00 but moves up all the way past \$3500 with all the options, so make sure you can fit this baby in your budget before you click purchase.

The Balfour ring company has also released a few other pieces of Giants championship jewelry, such as pendants, necklaces, and earrings that can be purchased [here](#) as well. But if you really, really, want an actual championship ring for yourself, the Giants are [holding a raffle](#) for one with the proceeds going towards the Giants Community Fund and the Celebrities for Charity Foundation. There is no substitute for the real thing, but the Giants replica ring comes pretty close.

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