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ANITA DICKEY RECEIVES 2013 GOLD AWARD FOR RING DESIGN

Dallas, Texas, April 11, 2013 — Simplicity Co. announced today that its chief jewelry designer, Anita Dickey, accepted the *2013 Gold Award* in the *International South Sea Pearl Design Competition* for her ring design entitled "Heart of the Moon." The South Sea Pearl Consortium organizes this prestigious international design competition.

This exquisite design also received the *2013 International Jewelry Design Excellence Award for Innovative & Uniqueness in Design* in the preeminent competition organized by the Hong Kong Trade Development Council. Anita Dickey's design also has the distinction of receiving The Cultured Pearl Association of America's *International Pearl Design Competition Visionary Award for 2012-2013*.

To view this award winning "Heart of the Moon" ring, please go to http://hkjewellery.hktdc.com/dm/2013/efairdaily/issue03.html.

About Simplicity Co.

Founded in 2001, Simplicity Co. manufactures the jewelry collection of award-winning designer Anita Dickey. Simplicity offers a collection that celebrates refined yet worldly pieces for today's modern woman. Simplicity operates out of its showroom located in Dallas, Texas. More information about Simplicity Co. may be found at simplicitystyle.com.

About Designer Anita Dickey

Anita Dickey is an accomplished jewelry designer and has received ***eight*** international jewelry design awards. Her designs aim to balance subtle sophistication with refined restraint. Her jewelry collections celebrate the individuality of women and her worldly pieces can adapt to a multitude of occasions. More information about Anita Dickey may be found at simplicitystyle.com.