



Blue Nile Announces Guaranteed Christmas Delivery and Free FedEx Shipping for All Orders

Holiday Orders Can be Placed as Late as 7 p.m. EST on December 23rd

SEATTLE, Dec. 9, 2011 (GLOBE NEWSWIRE) -- Making last-minute shopping even easier this holiday season, Blue Nile (Nasdaq:NILE), the leading online retailer of [diamonds](#) and fine [jewelry](#), today announced that it will continue taking orders for Christmas delivery as late as 7 p.m. EST on Friday, December 23. Products available for Saturday delivery include thousands of fashionable jewelry items. Diamond engagement rings and diamond stud earrings created with Blue Nile Signature Diamonds can be ordered as late as 4 p.m. EST on Friday, December 23.

"Customers love shopping at Blue Nile because our website gives them the power to create custom diamond engagement rings, earrings, and diamond pendants to their specifications. They tell us, 'there is nothing better than seeing her surprise to a gift I built,'" said Blue Nile CEO Vijay Talwar. "Our customers deserve that perfect holiday moment, which is why we pull out all the stops, providing free overnight shipping and taking orders until the very last minute on December 23."

As the holiday quickly approaches, Blue Nile will upgrade all orders to free FedEx 2DAY[®] or FedEx Priority Overnight shipping. Discerning consumers can take time to weigh their options, knowing their purchase will arrive in elegant packaging and ready to present in time for Christmas. FedEx Saturday delivery is available in the majority of U.S. cities. Consumers who wish to confirm that Saturday delivery is available in their area should contact a Blue Nile Diamond & Jewelry Consultant at 800-242-2728.

Blue Nile is helping consumers stretch their dollars even further with unprecedented sales and discounts throughout the holidays on items ranging from gemstone earrings to black diamond pendants. Blue Nile's Holiday Exclusives, which feature a special deal on a unique item for a limited time, run each day through Thursday, December 22. Consumers who take advantage of this weekend's [Holiday Exclusive](#), which runs from Friday, December 9 through Sunday, December 11, can save up to \$700 on Blue Nile Signature Diamonds. Hand selected and cut to the most exacting standards, Blue Nile Signature Diamonds are among the top one percent of diamonds in the world.

For those shoppers looking for additional guidance, Blue Nile provides convenient lists of its most popular items, including [Top 25 Hot Holiday Gifts](#), Top 25 Classic Holiday Gifts, and Top 25 Gifts Under \$100. The company's non-commissioned Diamond & Jewelry Consultants are available to answer questions and assist customers 24 hours a day, seven days a week at 800-242-2728, or by email at service@bluenile.com.

All Blue Nile jewelry is shipped fully insured to the recipient. Orders can be returned for refund or exchange up to 30 days after purchase. The company also provides grading reports for all certified diamonds and professional appraisals for diamond, gemstone, and pearl jewelry over \$1,000.

For more information on Blue Nile's holiday plans, to request photos, or to schedule an interview, please contact:

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About Blue Nile, Inc.

Blue Nile, Inc. is the leading online retailer of diamonds and fine jewelry. The Company delivers the ultimate customer experience, providing consumers with a superior way to buy [engagement rings](#), wedding rings and fine jewelry. Blue Nile offers in-depth educational materials and unique online tools that place consumers in control of the jewelry shopping process. The Company has some of the highest quality standards in the industry and offers thousands of independently certified diamonds

and fine jewelry at prices significantly below traditional retail. Blue Nile can be found online at www.bluenile.com, www.bluenile.ca and www.bluenile.co.uk. Blue Nile's shares are traded on the Nasdaq Stock Market LLC under the symbol NILE.

The Blue Nile, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=9579>



Source: Blue Nile, Inc.

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