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Last Minute Mother's Day Gifts from PANDORA Jewelry Packed with Personal Touches

COLUMBIA, MD — May 9, 2014 — Whether you're looking for a special gift for your mom or that special woman who always been a role model for you, PANDORA jewelry offers a number of unforgettable gift options that can be tailored to each women's unique personality, interests and style.

Gift givers can select from special gifts sets or a limited edition charm, all of which come with a porcelain jewelry box, or a plethora of hand finished, personalized jewelry showcasing their enduring appreciation and love.

- The Forever in My Heart gift set includes a sterling silver PANDORA clasp bracelet with a "Mother's Heart" charm and two of the new "Cosmic Stars" clips featuring clear cubic zirconia. This gift set retails for \$200 (a \$250 value). The "Two-Tone Iconic" gift set includes the sterling silver gold clasp bracelet with two "Sunburst" clips and a charm of your choice up to \$35. The latter gift set is \$400, with a retail value of \$475.
- Two limited edition jewelry pieces are available while supplies last: two-tone "Vintage Heart" openwork charm or the "Circle of Love" sterling silver bangle featuring a pavé heart with pink cubic zirconia. Both come with a porcelain jewelry box. The "Vintage Heart" charm gift set is available for \$85 and the "Circle of Love" bangle gift set is \$75.

In addition, the PANDORA line features hundreds of thoughtful and meaningful charms, necklaces, earrings and bracelets, among other pieces that are perfect for that unforgettable gift. For a classic mom or family options, PANDORA introduced several new charms including the baby boy or baby girl heart with a newborn handprint and a blue or pink cubic zirconia as well as a "Sweet Mother" dangle featuring a floral pattern and pink enamel. Also new is a "Sweet Niece" or "Loving Aunt" sterling silver dangle charm plus the new "Many Thanks" a sterling silver ball charm engraved with thanks in eight different languages.

Hearts are a common theme for Mother's Day related gifts. New this spring is a pink pavé heart charm, "Sparkle of Love" charm with hand-set, speckle-patterned clear cubic zirconia, "Abundance of Love" two-tone heart openwork charm with pink enamel or the popular smooth, sterling silver heart charm is now available as a clip.

For flowers that last a lifetime, PANDORA's new rose garden collection features a pink enamel rose as a charm, spacer, stud earrings or rings. The favorite pavé charm options now include two clips with clear or multi-colored cubic zirconia set in contrasting sizes.

"Whether you are celebrating a mother, grandmother, daughter, aunt, niece or someone who has been a mother figure to you, PANDORA has the perfect, long-lasting and meaningful gift to celebrate the special woman in your life," said Angel Ilagan, Vice President, Marketing, PANDORA Americas.

Consumers in need of style inspiration can also visit the [PANDORA Perfect Gift Finder](#) , which suggests bracelet and charm options based on the relationship shared with the gift recipient. Visitors to the site can print out a list of recommendations to bring to any authorized PANDORA retailer.

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About PANDORA

For more than 30 years, PANDORA has been making its mark in the international fine jewelry industry and is world-renowned for its high-quality, hand finished designs made from genuine materials at affordable prices. The collections inspire women to embrace their individuality with romantic and feminine pieces that capture the unforgettable moments of life. The strength of the PANDORA charm bracelet is the detailed design, the high quality and the unique threaded bracelet system (U.S. Pat. No. 7,007,507). The affordable luxury collections include customizable charm bracelets, rings, earrings, necklaces and watches made from sterling silver and 14K and 18K gold. Perfect for any occasion, PANDORA jewelry is sold in over 80 countries on six continents in over 10,300 locations, including approximately 1,100 PANDORA branded concept stores. To view the PANDORA collection, build a personal piece online or locate a jeweler, please visit [PANDORA.net](#). For news and updates, find us on [Facebook](#) or follow us on [Twitter](#).

Headquartered in Copenhagen, Denmark, PANDORA employs over 8,500 people worldwide, of whom more than 5,900 are located in Gemopolis, Thailand, where the company manufactures its jewelry. PANDORA is publicly listed on the NASDAQ OMX Copenhagen stock exchange in Denmark. In 2013, PANDORA's total revenue was DKK 9.0 billion (approximately EUR 1.2 billion). For more information about PANDORA, please visit [www.pandoragroup.com](#).