

HELZBERG DIAMONDS

Confidence comes in a burgundy box.

June 14, 2005

Secretary of Labor
Top Hat Plan Exemption
Employee Benefits Security Administration
Room N-1513
U. S. Department of Labor
200 Constitution Avenue, N.W.
Washington, DC 20210

2520052093205

Re: Helzberg Diamond Shops, Inc. Executive Deferred Compensation Plan

Dear Secretary,

Pursuant to Regulations Section 2520.104-23, this letter will serve as notice that, with respect to Helzberg Diamond Shops, Inc. Executive Deferred Compensation Plan, the undersigned intends to utilize the alternative form of compliance with the reporting and disclosure requirements of Part 1 of Title 1 of the Employee Retirement Income Security Act of 1974 ("ERISA") described in that section. Pursuant to that Section, the following information is provided:

1. Name and Address of Employer

Helzberg Diamond Shops, Inc.
1825 Swift
North Kansas City, MO 64116-3671

2. Employer Identification Number

44-0553741

3. The Employer maintains the Executive Deferred Compensation Plan primarily for the purpose of providing deferred compensation for nine (9) members of a select group of management or highly compensated employees.

4. The Employer does not maintain any other arrangement to provide deferred compensation to a select group of management or highly compensated employees.

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Pursuant to Regulations Section 2520.104-23(b)(2), the Employer will provide plan documents to the Secretary of Labor upon request as required by Section 104(a)(6) of ERISA.

Very truly yours,

Helzberg Diamond Shops, Inc.

By: *Cheryl Calderon*

Print Name: Cheryl Calderon

Print Title: Director of Benefits

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