

FREE 60-Day Buyer's GUARANTEE



Shop with confidence, and experience Alaska's treasures to the fullest

The merchants listed on this map advertise with the cruise line in order to promote the wonderful shopping opportunities shoreside. They have paid an advertising fee to advertise onboard the ship, and they guarantee their merchandise for 60 days.

This guarantee assures buyers that merchants listed on this map will repair or replace any unsatisfactory item, excluding buyer's negligence, buyer's remorse, watches, and lost or stolen merchandise. Many stores in port may offer similar guarantees. Some watches and other branded merchandise will be repaired or replaced by the brand service centers. Please inquire about individual store return policies before finalizing any purchase.

For purposes of determining quality and value of jewelry related to a buyer's complaint, only appraisals secured by a buyer from gem laboratories or independent graduate gemologists, not affiliated with jewelry retailing, will be acceptable. Watches and other branded merchandise valuation comparisons must be based on retail prices offered by authorized brand retailers.

All returns must be authorized by the merchant. Please ask about individual store return policies before you buy. The port shopping program is operated by Onboard Media, Inc. who stands behind all customer relations claims relating to the guarantee. If you become aware of a problem during your cruise, please contact the Port & Shopping Guide onboard for immediate assistance. If a problem arises after your cruise but within 60 days of the purchase date, please contact the Customer Relations Department at Onboard Media.

ONBOARD MEDIA, INC.

1691 Michigan Ave., Suite 600, Miami Beach, FL 33139
Phone: (800) 396-2999 • Fax: (305) 673-2741
E-mail: shoppingissues@onboard.com
Hours (EST): Monday through Thursday, 9:00 am to 6:00 pm;
Friday 9:00 am to 5:30 pm

Port Agent Information:

Cruise Line Agencies of Alaska
P.O. BOX 21507 1330 Eastaugh Way #4
Juneau, AK 99802
Phone: (907) 586-1282

SPIRIT OF JUNEAU

Shop in these locally owned businesses and enjoy a truly native Alaska experience!

THE JEWEL BOX
Trusted by Alaskans Since 1954
By the Corner Clock in Historic Downtown
248 Front St., Juneau, AK 99801

ALASKA SHIRT COMPANY
Cruisers Enjoy the Largest Selection
with the Lowest Prices
120 Mill St., Juneau, AK 99801

BARANOF JEWELERS
Everything You Can Imagine
Under One Roof
373 South Franklin St., Juneau, AK 99801

ALASKA KNIFEWORKS
From Ulus to the Finest Folding Pocket
Knives in the World
291 South Franklin St. Juneau, AK 99801

THE HOUSE OF RUSSIA
Experience Juneau's Rich Russian History!
389 South Franklin St., Juneau, AK 99801

CARIBOU CROSSING
Buy "Made in Alaska" products here!
497 South Franklin St., Juneau, AK 99801



in Juneau

Del Sol 3
Solize® Sunglasses with
Lifetime Guarantee for \$45

Effy Jewelers 5
DiVersa Diamond and
Sapphire Key Pendant for
\$475

Diamonds N' More 9
Brilliant 1 Ct. Diamond Ring
for \$299

Love of a Diamond 11
1.5 Ct. Authentic "Tanzanite
Love Set" for \$59

The Jewel Box 13
Arctic Wildlife Hand-Etched
in Swedish Crystal for \$69

Venetian Blue Diamonds 6a 6b
Adagio Black Diamond
Stud Earrings for \$199

Baranof Jewelers 10
1 Ct. Solitaire Colored
Diamond Ring for \$699
(Choose From 3 Colors)

IT'S NOT TOO LATE!

Order the \$30
**Savvy Traveler and your
Travel Organizer will be
delivered to your stateroom**

*Savvy
Traveler*

All the benefits
of the
Savvy Traveler
come packaged in
your very own
Travel Organizer
by Parazul
(Retail Value \$85)



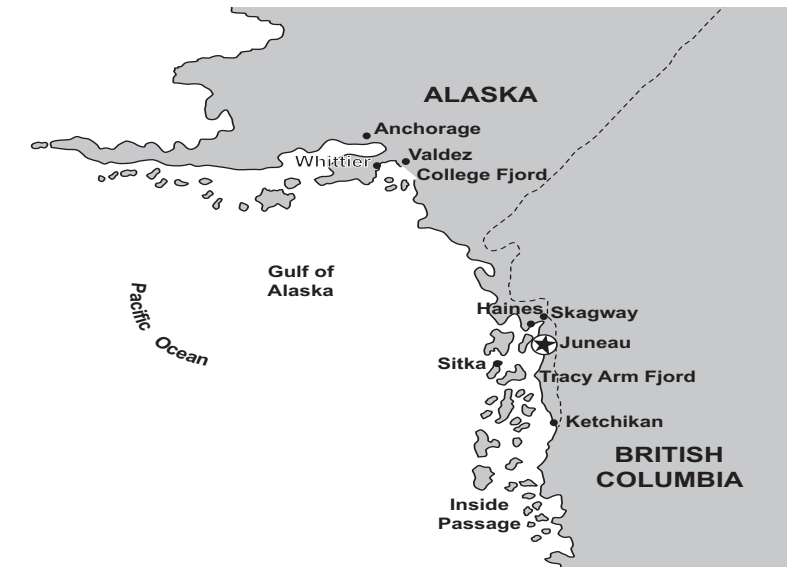
You'll get more than \$2,500 worth of value with exclusive gift cards, special offers and discounts!



Your guide to the best shopping in port



Juneau Map



Getting around in Juneau is as easy as 1, 2, 3 :

1. Visit your **Port & Shopping Guide** on the gangway in the morning. They will welcome you to Juneau with **coupons, VIP savings cards**, and are available to answer any last-minute questions.
2. Depending on where the ship is docked, enjoy an easy **3- to 15-minute walk** from the ship to **downtown Juneau** and its historical attractions.
3. Pack your camera and be on the look-out for the bald eagles flying above town!



Shopping Checklist

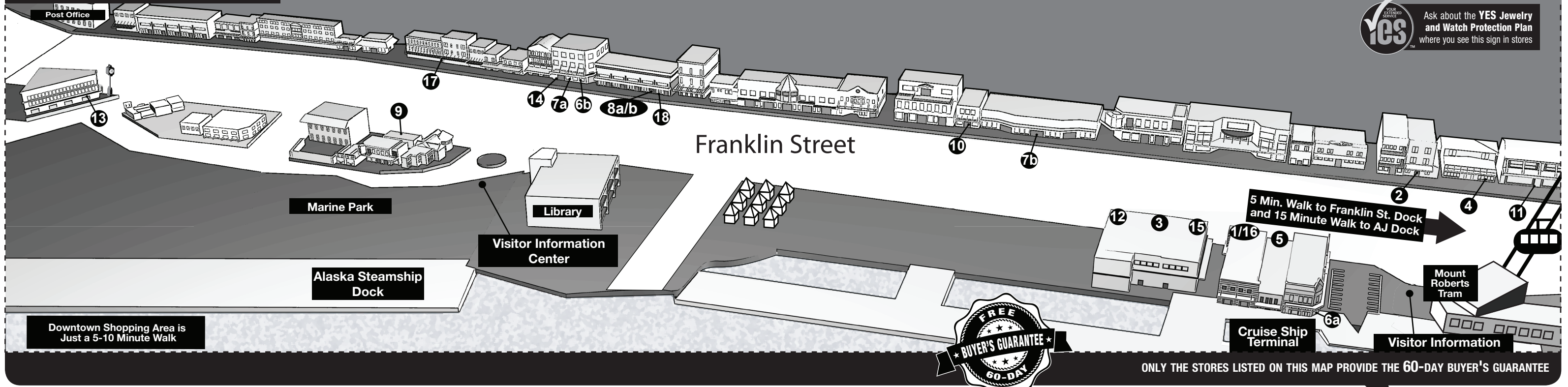
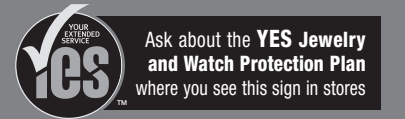
Find the best deals on the designer brands listed below at the recommended & guaranteed shops!

<input type="checkbox"/> Adagio black diamonds	6a 6b	<input type="checkbox"/> Hearts On Fire diamonds	1 8a 8b
<input type="checkbox"/> Ammolite by Korite jewelry	1 2 8a 8b	<input type="checkbox"/> Jorg Gray watches	8a
<input type="checkbox"/> Balissima jewelry	5	<input type="checkbox"/> Kabana jewelry	1 8a 8b
<input type="checkbox"/> Bulova watches	1	<input type="checkbox"/> Mark Henry Alexandrite jewelry	8a 8b
<input type="checkbox"/> Cartier watches	1	<input type="checkbox"/> Orocal jewelry	13 14
<input type="checkbox"/> Crown of Light diamonds	1 2	<input type="checkbox"/> Philip Stein watches	1
<input type="checkbox"/> DiVersa jewelry	5	<input type="checkbox"/> Royal Oh!mega jewelry	8a 8b
<input type="checkbox"/> Ernst Benz watches	1	<input type="checkbox"/> Sophia Fiori blue diamonds	6a 6b
<input type="checkbox"/> Everlon jewelry	6a 6b	<input type="checkbox"/> Star of Alaska jewelry	8a

SEE SHOPPING MAP INSIDE FOR CORRESPONDING STORE LOCATIONS

Featured businesses have paid a promotional fee to advertise in the integrated media shopping program, including shopping maps, television commercials and in-stateroom publications.

Downtown Juneau



DIAMONDS INTERNATIONAL 1

Largest Selection of Loose and Set Diamonds in Alaska

- 5th generation American-owned company with over 125 stores worldwide
- **NDTC Sightholder:** Diamonds from the source with incredible selection and savings
- **Diamond Essentials:** Incredible selection of rings, pendants, bracelets, studs, hoops
- Crown of Light, Hearts On Fire, The Eighty-Eight, Canary Star; White, yellow, pink, blue
- GIA and EGL diamonds; Certified gemologists on staff; Lifetime trade-in policy
- Remember to collect your Alaska Charm Bracelet and Alaska Bear Charm.

TANZANITE INTERNATIONAL 2

Experience the Largest Selection of Tanzanite in Alaska

- Direct from the Tanzanite Leaders and Tanzanite One Sightholder
- Museum quality pieces in all prices; Loose stones available from 1 Ct. to over 100 Ct.
- Huge selection of tanzanite from light lavender to ocean blue
- Create your own ring, pendant or earrings; Every size and shape to suit all budgets
- Tanzanite, alexandrite and stunning Ammolite by Korite

DEL SOL 3

World's Largest Color-Change Retailer; Guaranteed to Make You Say WOW!

- **Just Add Sun!** See Del Sol products change vibrant colors outside in the sun!
- **100% WOW Guarantee™:** All products guaranteed to change colors for life
- **Gifts for All:** T-shirts, sweatshirts, jackets, hats, stuffed animals, and more
- **Solize®:** See glaciers glare-free with polarized sunglasses; Guaranteed for life!
- **Color-changing Nail Polish:** 20+ colors plus Alaska's exclusive "gold rush" color

MILANO DIAMOND GALLERY 4

Top Choice for Jewelry under \$1,000

- **Loose Diamonds for Less:** GIA/EGL certified; White, blue, black, chocolate, canary yellow
- **Guaranteed Low Prices:** Fine quality of tanzanite and natural alexandrite jewelry
- **Jewelry:** Tanzanite Dreams, Firefly yellow diamonds, Charriot, Larimar, Hello Kitty, Pandora
- **Designer Watches:** Maurice Lacroix, Longines, Frederique Constant, Skagen
- An NDTC sightholder; High value paid on trade-in diamonds for upgrades

EFFY JEWELERS 5

Exclusive Retailer of DiVersa and Balissima Jewelry

- **DiVersa:** Only changeable jewelry brand with a 60-day guarantee; 2 looks in 1
- Changes from studs to dangles, necklaces to pendants, sapphires to diamonds
- **Balissima:** Handcrafted in Bali, sterling silver and stone intensive jewelry
- #1 recommendation for innovation and colored gemstones
- Since 1979, men's jewelry, certified diamonds, lifetime guarantee

VENETIAN BLUE DIAMONDS 6a 6b

The Blue Diamond Authority and Colored Diamond Specialists

- **Blue Diamonds by Sophia Fiori:** Now featuring the Victoria and Penelope rings
- **Siteholder for Blue Diamonds:** Cut the middleman and go straight to the source
- **Ammolite and Alexandrite:** Top quality at rock bottom prices direct from the mines
- Exclusive retailer for Adagio Black Diamonds and De Beers Everlon Diamond Knott

JEWELERS INTERNATIONAL 7a 7b

Exclusive Supplier of Rare Zultanite Gems, Pandora, Lladro and Lalique

- Wide variety of fine quality diamonds, gemstones, and diamond jewelry
- Alaskan native carvings in whalebone, jawbone, ivory, Lladro, Pandora, Nao
- One-stop-shop offering tanzanite, sapphire, and ammolite pieces
- Find incredible selections and savings on alexandrite, blue diamonds, and rainbow topaz.

ROYAL JEWELERS 8a

Color, Color, and More Color!

- **Exclusive Distributor of the Royal Oh!mega Necklace:** Ruby and blue sapphire clasp
- **Designer Brands:** Ammolite by Korite, Kabana, Mark Henry Alexandrite, Star of Alaska
- **Wall of Slides:** Choose your Omega pendant from their immense selection
- Hearts on Fire diamonds; Sapphires, tanzanite, rubies, emeralds, semiprecious gems

TREASURES OF ALASKA 8b

Visit Mona, the Celebrity Brand Stylist, and the Royal Staff

- **Alexandrite by Mark Henry:** Exclusive dealer for the color-changing gem
- **Ammolite by Korite:** Capturing every rainbow color in a single gem; Lifetime guarantee
- **Gold Quartz by Kabana:** Natural gold quartz and mother of pearl inlay collections
- Royal Oh!mega, Hearts on Fire, Yvel pearls, Simon G, John Hardy, Star of Alaska

DIAMONDS N' MORE 9

- Featuring a wide variety of colored diamonds and jewelry
- Designer sterling silver, gold and diamond jewelry
- Certified diamonds in all shapes and sizes
- Lifetime warranty provided on diamond jewelry

BARANOF JEWELERS 10

Alaskan Owned and Operated; Everything you can Imagine Under One Roof

- **Colorful Array of Fine Gemstones:** Tanzanite, ammolite, and alexandrite
- Semiprecious jewelry including northern lights topaz
- White, yellow, pink and blue diamonds; Natural gold quartz and Alaska gold nuggets
- **On-site Master Goldsmith:** Create your masterpieces before your ship sails!

LOVE OF A DIAMOND 11

Amazing Personal Service and Beautiful Variety

- Shop with confidence at the Jewelry Boutique; One-of-a-kind designs at low prices
- Visit the exclusive gallery of white and colored diamonds.
- Rare tanzanite, color-changing alexandrite, ammolite, gold-in-quartz
- Customize your unique piece with a large selection of loose stones and settings.

THE ALASKAN PERFUME COMPANY 12

Juneau's Premier Retailer of Designer Fragrances, Make-Up and Sunglasses

- Home to the exclusive Alaskan Mist fragrance
- **Top Brand Fragrances:** Dolce & Gabbana, Cartier, Gucci, Lacoste, Burberry, Prada, Yves Saint Laurent and more
- Incredible prices below United States Retail

THE JEWEL BOX 13

Located by the Corner Clock in Historic Downtown

- **Authorized Rolex Jeweler:** Timeless luxury watches
- **Alaskan Placer Gold:** Select from a huge collection; Master goldsmith on premise
- **Experience Old Juneau Charm:** Exclusive 14K and sterling silver Alaskan charms
- **Made in Alaska:** Unique designs in rare imperial ammolite, glacier blue and more

GOLDSMITH GALLERY 14

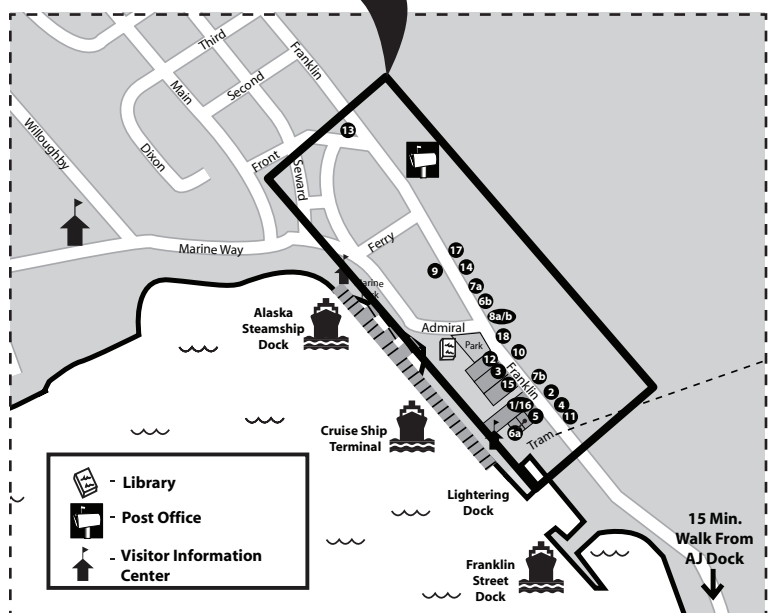
One of Juneau's Finest Locally Owned Jewelry Stores

- **"Glacier Ice":** Rare natural blue zircon rings, earrings, pendants and bracelets
- **Natural, Gold-in-Quartz by Orocal:** Rings, earrings, pendants and bracelets
- **John Hardy:** Exclusive store in Alaska; Large selection of amazing designer pieces
- **Impressive Collection of Hand Blown Glass:** 40+ different artists represented

GALLERY ISTANBUL 15

Handmade Carpets and Area Rugs

- **Carpets to Last Generations:** Pure silk and wool, and wool on cotton handmade carpets
- **Warm your Floors or Walls:** With classic, rustic, modern, or antique carpets
- **Free Shipping and Excellent Service:** Full lifetime guarantee; Free shipping worldwide
- **Special VIP Card and Gift:** Ask your Port & Shopping Guide for details.



DIAMONDS INTERNATIONAL WATCH & DESIGN 16

Alaska's Source for Fine Timepieces and Designer Jewelry

- **Located inside Diamonds International**
- **Swiss Timepieces:** Cartier, Ernst Benz, Hublot "Big Bang", Philip Stein, Movado, Bulova, IWC, Gucci, Maurice Lacroix, Piaget, TAG Heuer, Hamilton, Gerard Perregaux and more
- **Diamonds:** Crown of Light, Gift, Journey, The Eighty-Eight, Hearts On Fire, O Diamond, Canary Star
- **Fine Designers:** Largest selection of Ammolite by Korite, Kabana, John Hardy, Marahlago
- Featuring Parazul handbags and accessories

ALASKAN BREWING CO. DEPOT 17

Experience what it Means to "Live Life Alaskan!"

- See Juneau brewing lifestyle and history through the depot's virtual visit!
- Great selection of Alaskan quality brewery apparel
- Gourmet section features products from Alaska and items to cook with Alaskan beer
- See your Port & Shopping Guide for exclusive Alaskan Brewing Co. specials.

ALASKA KNIFEWORKS 18

One of Alaska's Largest Selections of High Quality Cutlery

- Rare "William Henry" custom collectors knives
- Field tested hunting and fishing knives for sportsmen
- Watch the free Ulu Demo with "Made in Alaska" ulus!