

# Announcing the Acquisition of Men's Fashion and Wedding Ring's Retailer, JustMensRings.com, by Dynamic Internet Ventures Corp.



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Industry: [Apparel & Fashion](#)

*JustMensRings.com is a successful ecommerce site focused on selling men's wedding bands, men's fashion rings and designer men's rings in a variety of traditional and alternative metals.*

Stuart, FL, June 7, 2010 -- Dynamic Internet Ventures has purchased JustMensRings.com, an ecommerce web site established in 2006, specializing in men's rings. This highly successful ecommerce site is focused on selling men's wedding bands, men's fashion rings and designer men's rings in a variety of traditional and alternative metals.

**About the owners:**  
Dynamic Internet Ventures Corp was the brainchild of Roy Devine, a seasoned marketing pro and serial entrepreneur. With decades of experience developing strategic promotions and distribution networks for well-known consumer brands like Hawaiian Tropic, his vision is to offer top-notch quality products at great prices. Roy strongly believes in the philosophy "make it happen" and by "it" he means business. After several executive-level marketing positions, he started National Marketing Group, a distribution network in the US and Canada wherein he achieved a target of \$9.5 million in only a few years. Roy and his partner Judy Devine began working together while Judy served as Director of Marketing and Sales.

After running National Marketing Group for 7 years, in 2008 Roy became intrigued by the opportunities afforded by the Internet. Together with Judy, he established Dynamic Internet Ventures Corp., and began seeking out undervalued ecommerce companies with enormous growth potential; thus,

their acquisition of JustMensRings.com. As co-owners, Roy and Judy are both engaged in all aspects of marketing, promotions, purchasing, sales and the overall management of JustMensRings.com.

### **About**

### **JustMensRings:**

An Internet-only retailer, JMR is committed to providing a comfortable, simple and secure online shopping experience. Their customers have come to expect high standards of service, selection and quality when they shop at JustMensRings.com. JustMensRings.com now offers the largest selection of men's fashion rings on the Internet, as well as the largest selection of men's large-sized rings. They also lead their competitors with their unparalleled assortment of unique and alternative men's wedding rings.

Since taking ownership, Roy and Judy Devine have worked toward growing the business by making important improvements to the site. Their strategy includes building site traffic through Search Engine Optimization (SEO) and Social Media Marketing (SMM). So far, these efforts have achieved "page-one rankings" on Google for over 100 keywords, a significant increase over the 15 "page-one rankings" held by JustMensRings at the time of acquisition. Through social media blogging, promotions, article marketing, forums and contests, JustMensRings has effectively doubled the revenue generated from the sale of men's rings since they took over the site.

Despite the economic downturn and a number of established competitors, traffic is up considerably on JustMensRings. The number of unique visitors has grown to 5,000 per day. Roy and Judy keep up with current trends in men's rings and designer men's rings, and are constantly adding new inventory. Their commitment to providing top-notch customer service and improving the site's usability has already increased conversion rates and repeat business.

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