

REEDS JEWELERS INC  
Form 8-K  
December 23, 2003

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON DC 20549

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FORM 8-K

PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported):  
December 23, 2003

**REEDS JEWELERS, INC.**

(Exact name of registrant as specified in its charter)

**North Carolina**  
(State or other jurisdiction of  
incorporation or organization)

**0-15247**  
(Commission File Number)

**56-1441702**  
(I.R.S. Employer Identification No.)

**2525 South Seventeenth Street, Wilmington, North Carolina**  
(Address of principal executive offices)

**28401**  
(Zip code)

**Registrant's telephone number, including area code:**  
(910) 350-3100

**Not Applicable**  
(Former name or address, if changed since last report.)

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**Item 7. Financial Statements and Exhibits**

(a) Financial Statements of Businesses Acquired

None

(b) Pro Forma Financial Information

None

(c) Exhibits

99.1 Press Release of Reeds Jewelers, Inc. issued December 23, 2003.

**Item 12. Results of Operations and Financial Condition**

On December 23, 2003, Reeds Jewelers, Inc. issued a press release reporting its financial results for the third quarter ended November 30, 2003. A copy of the release is hereby attached as Exhibit 99.1 and incorporated herein by reference.

The information set forth under this Item 12 is being furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

December 23, 2003

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REEDS JEWELERS, INC.

/s/ James R. Rouse

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James R. Rouse  
Treasurer and  
Chief Financial Officer

**Exhibit Index**

| Exhibit Number | Description                           |
|----------------|---------------------------------------|
| 99.1           | Press Release Dated December 23, 2003 |