

REEDS JEWELERS INC  
Form SC TO-C  
December 02, 2003

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**WASHINGTON, D.C. 20549**

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**SCHEDULE TO**  
**(RULE 14D-100)**

**TENDER OFFER STATEMENT UNDER SECTION 14(d)(1) OR 13(e)(1) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

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**REEDS JEWELERS, INC.**

(Name of Subject Company (Issuer))

**Alan M. Zimmer**

**Herbert J. Zimmer**

**Jeffrey L. Zimmer**

**Arlene Z. Schreiber**

**Rose W. Zimmer**

**Bradley Trent Zimmer**

**Landon Garrett Zimmer**

**Andrew Michael Schreiber**

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**Mark Harrison Schreiber**

(Names of Filing Persons (Offeror))

**Common Stock, par value \$.01 per share**

(Title of Class of Securities)

**758341101**

(CUSIP Number of Class of Securities)

**Alan M. Zimmer**

**111 Princess Street**

**Wilmington, NC 28401**

**(910) 763-4669**

**Copies to:**

**David E. Johnston, Esq.**

**Poyner & Spruill LLP**

**301 South College Street, Suite 2300**

**Charlotte, NC 28202**

**(704) 342-5250**

**(Name, Address and Telephone Numbers of Person**

**Authorized to Receive Notices and Communications on Behalf of Filing Persons**

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CALCULATION OF FILING FEE

Transaction Valuation\*

not applicable

Amount of Filing Fee\*

not applicable

\* As the filing contains only preliminary communications made before the commencement of the tender offer, no filing fee is required.

\*\* Check the box if any part of the fee is offset as provided by Rule 0-11(a) (2) and identify the filing with which the offsetting fee was previously paid. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

Amount Previously Paid:  
Form or Registration No.:

Not applicable  
Not applicable

Filing Party: Not applicable  
Date Filed: Not applicable

Check the box if the filing relates solely to preliminary communications made before the commencement of a tender offer.

Check the appropriate boxes below to designate any transactions to which the statement relates:

third-party tender offer subject to Rule 14d-1.

issuer tender offer subject to Rule 13e-4.

going-private transaction subject to Rule 13e-3.

amendment to Schedule 13D under Rule 13d-2.

Check the following box if the filing is a final amendment reporting the results of the tender offer:

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This Tender Offer Statement on Schedule TO is filed by the Filing Persons above. Pursuant to General Instruction D to Schedule TO, this Schedule TO relates to pre-commencement communications by the Filing Persons above.

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Neither the Filing Persons nor their affiliate to be formed have commenced the tender offer that is referred to in this communication. Upon commencement of such tender offer, the Filing Persons or their affiliate to be formed will file with the Securities and Exchange Commission a Schedule TO and related exhibits, including an Offer to Purchase, the Letter of Transmittal and other related documents. Stockholders of Reeds Jewelers, Inc. are strongly encouraged to read the Schedule TO and related exhibits, including the Offer to Purchase, the Letter of Transmittal and other related documents, when these become available because they will contain important information about the tender offer and merger. The Schedule TO and related exhibits will be available without charge at the Securities and Exchange Commission's website at <http://www.sec.gov> and will be delivered without charge to all stockholders of Reeds Jewelers, Inc.

### Item 12. Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release issued by the Zimmer Family on December 1, 2003

**Exhibit Index**

<u>Exhibit No.</u>	<u>Description</u>	
99.1	Press release issued by the Zimmer family on December 1, 2003.	-