



JEWELERS OF AMERICA

PRESS RELEASE
FOR IMMEDIATE RELEASE
May 25, 2009

Lauren Thompson
Communications Manager
lthompson@jewelers.org
(646) 658-5817

Jewelers of America and Jewelers Mutual Insurance Company Form Strategic Partnership

The two organizations will work closely together to develop better services to meet the needs of retail jewelers.

New York, NY – Jewelers of America, the national trade association for businesses serving the fine jewelry retail marketplace, and Jewelers Mutual Insurance Company have announced a strategic alliance to enhance the services each provides to the retail jewelry industry.

“Jewelers of America is proud to be partnering with an organization that shares similar commitments – such as protecting, and promoting, the invaluable services of the independent jeweler,” says Matthew A. Runci, Jewelers of America President & CEO. “We look forward to expanding our members’ access and awareness of Jewelers Mutual’s excellent security training and safety education, in addition to working on future projects together.”

The organizations will build upon their long history of mutual support, by working closely together to develop better products and services to meet the needs of retail jewelers. Going forward, the organizations will share information on respective areas of expertise -- like business management, insurance issues and retail strategy.

Through this partnership, Jewelers of America exclusively endorses Jewelers Mutual’s commercial and personal jewelry insurance products. Jewelers Mutual pledges its support of Jewelers of America, through continued sponsorship and funding for its projects, initiatives and industry events. The first of such projects is the Jewelers of America Bench Certification Scholarship program. The scholarship program will give jewelers greater access to the nationally recognized certification credentials, which

distinguish bench jewelers and their employers by assessing their bench skills and proficiency at four skill levels.

Jewelers of America members will also benefit from free access to the security training courses offered by Jewelers Mutual, as well as free supplies.

“While we have long supported the well-known and respected Jewelers of America, this new partnership is a strategic commitment that infuses both organizations with an exhilarating synergy that will benefit the jewelry industry as a whole,” states Darwin Copeman, president and CEO of Jewelers Mutual Insurance Company.

“In these challenging economic times, partnerships afford the opportunity to stand together, reaping rewards for everyone in the jewelry industry,” concludes Copeman.

###

About Jewelers of America:

Jewelers of America is the national trade association for businesses serving the fine jewelry retail marketplace, representing 11,000 member stores. Jewelers of America's primary purpose is to improve consumer confidence in the jewelry industry by: serving as a forum for discussion and analysis of issues; playing a leadership role in public, government and industry affairs; advocating professionalism, including high ethical, social and environmental standards; and facilitating members' access to education. For more information about Jewelers of America, visit www.jewelers.org.

About Jewelers Mutual Insurance Company

Jewelers Mutual Insurance Company is the only company specializing exclusively in jewelry insurance in the United States and Canada. The company's strong financial position is reflected in its continued A+ Superior rating from A.M. Best. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewelers who needed affordable insurance. Today, Jewelers Mutual insures manufacturers, repair businesses, craftsman, custom designers, retailers, artisans, appraisers, wholesalers, bench jewelers, and individuals, and is licensed in all 50 states. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry businesses, and 185,000 individual policyholders carry \$2.5 billion in personal insurance coverage. Visit the Jewelers Mutual Web site at www.jewelersmutual.com. Logos, photos, and graphics are available in the newsroom at www.jewelersmutual.com.