



JEWELERS OF AMERICA

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Jewelers of America & National Jeweler to Deliver Profit-Building Tool to Jewelers

*Partners integrate online Cost of Doing Business Survey and America's Best Jewelers Survey,
creating comprehensive benchmarking tool for retail jewelers*

New York, NY – Jewelers of America and *National Jeweler* are combining two of the industry's most detailed research projects: Jewelers of America's Cost of Doing Business survey and *National Jeweler's* America's Best Jewelers' survey.

Beginning in 2009, retail jewelers will benefit from the two surveys being structurally linked, as they can easily complete a single survey online in order receive the benchmarking benefits of both. **Retail jewelers can complete the combined survey at www.jewelrysurvey09.com, beginning April 13.** The survey site will remain live through May 15, 2009.

Additionally, completion of the joint survey will qualify jewelers to be considered for the special recognition of the 2009 America's Best Jewelers designation.

"The goal of these two pieces of research has been to identify industry performance standards as well as recognize those that perform at the highest level," says Chris Casey, group publishing director of the National Jeweler Network. "The data gathered, and the resulting analytic tools, are exponentially more valuable by combining the two surveys."

Business Benchmarking Tool

For more than two decades, the *Cost of Doing Business Report* has helped retail jewelers improve performance by highlighting effective strategies for increasing profitability, focusing specifically on key financial performance variables organized by store type. Store owners then use the *Report* to easily compare their company's data to others in their segment of the retail jewelry trade, as well as to high- and low-profit firms.

Combination with the America's Best Jewelers survey expands this *Report* and elevates its value, by concentrating on operational performance in the areas of human resources, marketing, customer service and similar areas of core competence.

“At a time when we are all looking for ways to maximize resources, combining these two industry- leading surveys will help jewelers manage their stores efficiently and make informed decisions about their business strategies. Store owners who use the *Cost of Doing Business Report* often find areas where they can trim costs and improve operations,” says Matthew A. Runci, Jewelers of America president and CEO.

Benefits of Online Survey Participation

Participants who complete the survey in its entirety receive special benefits. Jewelers of America members get a free copy of this year's printed *Cost of Doing Business Report* (a \$150 value); non-members receive the *Report* at a steep discount (\$34.95). Jewelers of America is also offering its members, who complete the online survey by April 30, a chance at 10 free two-hour financial benchmarking consultations to help jewelers get the most from the *Report*.

Additionally, the website survey features immediate calculation of an individual's operating ratios. Jewelers can print and save this data for use with their financial advisors and for valuable benchmarking once they receive their *2009 Cost of Doing Business Report*.

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 National Jeweler Network

National Jeweler Network (NJN) serves a global network of jewelry retailers, designers, manufacturers, suppliers, and buyers through a diverse media portfolio. Included among its domestic offerings are the leading industry publication NATIONAL JEWELER and the JA New York and Couture trade shows. Internationally NJN is represented by *Couture International Jeweler*, *Europa Star*; international sites Hora Latina, Watches for China and the Jewelry and Watch network, which includes bilingual regional news sites in Brazil, China, India, Russia, and Latin America. NJN also offers services in the form of integrated marketing program CustomerConnect; America's Best Jewelers' seminars; online communities The ABJ Network and Your Store; plus an interactive Yellow Pages directory.

The network's publications, tradeshow, digital products, and high-powered conferences are a conduit to the largest and most actively engaged community of jewelers. NJN reaches a combined print and online audience of 98,000 industry professionals in the U.S. and 81,000 internationally.

Powered by The Nielsen Company, National Jeweler Network is a one-stop shop servicing the business of jewelry. www.nationaljewelernetwork.com