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FOR IMMEDIATE RELEASE

Jewelers of America Helps Jewelers Thrive in 2008 with Free Business-Building Tips Online

New online program is designed to give retailers five actionable tips a week to build their businesses

New York, NY – Responding to retail jewelers' concerns about economic conditions, Jewelers of America, the national association for the retail jeweler, has launched a *Thriving in 2008* program online. The elements include:

- Daily online retail jewelry tips at a new microsite, <http://tips.jewelers.org/>
- *Tips in Action*: individual jewelers' proven strategies for thriving in 2008
- *Thriving in 2008* weekly e-newsletter

The *Thriving in 2008* program kicked off in May and will continue throughout the year. In addition to a daily tip on the *Thriving in 2008* site, the weekly e-newsletter delivers the week's five tips directly to jewelers' inboxes every Friday.

All jewelers can sign up to receive the free *Thriving in 2008* e-newsletter at Jewelers of America's homepage, www.jewelers.org, where they can also link directly to the *Thriving in 2008* site (<http://tips.jewelers.org>). At the *Thriving in 2008* microsite, Jewelers can view past tips grouped by topic to quickly find ideas that fit their immediate needs.

"Jewelers are facing challenging times right now, and Jewelers of America is providing them with actionable tools that will help them to succeed," says Jewelers of America Chairman John Green, owner of Lux, Bond & Green, West Hartford, CT. "If we can do one part of our jobs better, smarter and more cost effectively every week, our company will be more profitable and enjoyable. Jewelers of America's daily tips and weekly e-newsletter help retailers do this – so they don't have to face the holiday season unarmed."

Calling upon the knowledge of Jewelers of America's resident experts, such as Director of Education David Peters and Jewelry Information Center's Amanda Gizzi and Helena Krodell,

the daily tips deliver quick, up-to-date and timely strategies for retail success. The immediately actionable tips cover all areas of jewelry retail, from financial management and marketing to customer service, display, merchandising and more. The business-building tips also take advantage of insights contained within Jewelers of America and JIC retail information products, such as the Jewelers of America's annual *Cost of Doing Business Survey* and JIC's Public Relations Handbook and trends reports.

In addition to internal resources, the daily tips pull together advice from a wide range of industry sources including the World Gold Council, the Diamond Promotion Service and the Jewelers Vigilance Committee.

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For more information about Jewelers of America, visit www.jewelers.org.

Jewelers of America is the national trade association for retail jewelers. With 11,000 member stores, JA is both a center of knowledge for the jeweler and an advocate for professionalism and high social, ethical, and environmental standards in the jewelry trade. JA provides access to meaningful educational programs and services and leadership in public and industry affairs.

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