

FOR IMMEDIATE RELEASE
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**Jewelers' Security Alliance Forms Partnership
With Jewelers Of America & Jewelers Mutual Insurance Co.
To Launch Local Crime Prevention Networks**

New York, NY – Jewelers' Security Alliance Chairman David Cornstein has announced a major crime prevention initiative, in partnership with Jewelers of America and Jewelers Mutual Insurance Company, to develop local crime prevention networks of jewelers and police. These local crime fighting groups will be organized in towns, cities, counties and states throughout the U.S. Members of these local networks will share information on crimes, suspects, and crime prevention measures, and will work together with their local police and FBI to reduce crime against jewelers. The goal is to have 200 local networks operating within three years.

Jewelers of America and Jewelers Mutual Insurance Company have each pledged \$300,000 to this project, and JCK/Reed Exhibition Companies provided seed money through a \$100,000 JCK Industry Fund grant to JSA in 2006. JSA is now conducting a fundraising campaign for this project in conjunction with the celebration of its 125th Anniversary, which occurs next year. JSA will recognize the partners and contributors at a gala 125th Anniversary Luncheon on January 12, 2008 at the Rainbow Room in Rockefeller Center at which FBI Director Robert S. Mueller is scheduled as the principal speaker.

JSA President John Kennedy said of this project, "There are currently a few pioneering examples of local crime prevention networks in the U.S. that have made great progress in reducing crime in their areas. Local jewelry crime prevention networks lead to more arrests of jewelry criminals, more awareness of security issues by jewelers, better cooperation by police, and a significant reduction in crime. This project will be a giant step in the fight against jewelry crime by helping to involve jewelers and police throughout the U.S. in the most effective crime prevention activities."

JA Board Chairman John Green said, "Security is of utmost concern to all retail jewelers. JSA's grassroots effort to feed and nurture local crime prevention networks is a project that Jewelers of America feels could have a significant impact on each and every one of our 11,000 member stores. We're delighted to support JSA in this worthy endeavor."

"I have helped organize and have been involved with a local jewelers' crime prevention group in Dallas, TX for the past several years," said Patti Geolat, the Chairperson of the Board of Jewelers Mutual Insurance Company, "and I have seen first-hand the effectiveness of such a group. I think that this project with Jewelers of America and Jewelers' Security Alliance will be a major step in reducing crimes against the policyholders of Jewelers Mutual and the entire jewelry industry."

For More Information, contact Jewelers' Security Alliance President John J. Kennedy at 212-687-0328 or 1-800-537-0067 or jsa2@jewelerssecurity.org.

The Jewelers' Security Alliance (JSA) is a non-profit trade association providing crime prevention information and services to the jewelry industry. JSA, founded in 1883, has over 20,000 member firms and works closely with the FBI and law enforcement agencies throughout the U.S. For more information, visit www.jewelerssecurity.org.

Jewelers' Security Alliance, 6 East 45th Street, New York, NY 10017 USA, 212-687-0328 or 1-800-537-0067, www.jewelerssecurity.org