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JA NEW YORK WINTER SHOW KICKS OFF SPRING BUYING

New York, NY (March 14, 2008) – The 2008 JA New York Winter Show, held March 9-11, delivered the goods to exhibitors, buyers and attendees alike for another successful start to the year.

The excitement of Spring buying pulsed through the Jacob K. Javits Convention Center as retailers geared up for the season ahead. A packed floor of manufacturers and designers displayed their newest collections to an impressive retailer presence. The JA New York Winter Show offered something for every one of the attending jewelry industry professionals, with a complete array of designs from around the world, JA's educational program and ample networking opportunities.

"In a challenging marketplace, the JA New York Winter Show continues to draw a great crowd," said Drew Lawsky, Group Show Director at JA New York. "With the spring buying season just around the corner, the energy on the show floor was palpable. We're thrilled with the enthusiastic response from exhibitors and attendees."

"We've been coming to the show for twenty years and it's always great. The floor layout this year is better than ever," said David Moskowitz of First Class Imports Co, Inc. "The Winter Show gives us a big push for the year. We gain momentum by marketing our booth in advance and taking advantage of the opportunity to forge great contacts. We can't wait for continued success at the JA New York Summer Show."

The JA New York Winter Show provided rewarding networking opportunities, notably with The Inner Circle™, a stylish pavilion that brought exhibitors, retailers and attendees together for previews of the market's newest collections. With the

largest Designer Showcase at the JA New York Winter Show to date, more than 15 designers debuted their collections.

“We love the JA New York Shows. As always, it’s set up perfectly and looks wonderful,” said Matthew Tratner or Bill Levine Diamond Jewelry. “We did great business with both existing and new customers.”

“The JA New York Show never fails,” said Diane Harris of My House of Style. “We found a lot of interesting new pieces and bought a beautiful assortment for our spring inventory.”

The new Manufacturing, Equipment Services, and Technology Pavilion was a major success. “After successfully doing this JA New York Winter Show for the first time, we may not do any other shows and just have a presence at the JA New York Shows,” said Ken Donato of Carrera Castings.

The New Gift Gallery provided jewelry and luxury gift retailers with a wide variety of gift merchandise, including tabletop and home accessories and hand-made gift merchandise. Retailers discovered unique ideas and an array of ideas for their business. The Gallery also featured a live special technique demonstration by exhibitors.

This year’s JA Affiliate Design Competition brought the creativity that drives the jewelry industry to the forefront. An inspiring group of designers who won design contests sponsored by JA’s regional affiliates in 2007 displayed their submissions at the JA New York Winter Show JA booth.

JA New York acknowledged three designers with Golden Apple Awards for excellence in marketing and publicity campaigns:

- Starhaven by Liz Donahue was awarded the Sparkle Award for an appealing and well-planned marketing campaign.
- The Fusion Award was presented to KC Designs for their strategic, multi-faceted approach to business.
- Nelson Jewelry USA/Calla Cut Diamonds Inc. received the Golden Apple Award for Innovation in recognition of their impressive media presence.

Maintaining its position as an industry leader, JA New York delivered an extensive selection of special events that brought the jewelry industry together with anticipation. Show highlights included:

- **International Pavilions** – Designers from across the globe, including Italy, Thailand, Japan, Israel, Brazil, Hong Kong and Mexico, showcased their most innovative designs.
- **New Product Gallery** – Attendees saw what will be hot with a glimpse at never-before-seen designs.

- **Couture Pavilion** – The ever-popular Couture Pavilion at the JA New York Winter Show dedicates space to the most luxurious fine-jewelry and newest high-end pieces. The Couture Club hosted an extensive roster of editors and industry insiders at an elegant “Spring Pick Event” hosted by the Natural Color Diamond Association. In keeping with the spirit of the Show, the event was a perfect opportunity to showcase the stunning collection of the hottest looks for spring in a fun and exciting environment.
- **JA Educational Program** – The JA New York Comprehensive Educational Program is at the heart of Jewelers of America. Providing honest and experienced information to attendees, the JA educational seminars focused on the most profitable ways to run a business.
- **National Jeweler Network Lounge** – Retailers took advantage of the opportunity to take a break, check their email and network. The Lounge also gave retailers the chance to learn about growing their business revenue by taking advantage of the CustomerConnect suite of products and associated services.

With the resounding success of the JA New York Winter Show, the industry will soon turn its attention to pre-holiday buying at the upcoming JA New York Summer Show July 27-30, 2008 to be held at the Jacob K. Javits Center in New York City. For more information, please visit JA-NewYork.com.

About JA New York

The JA New York jewelry show is the premier international jewelry event that brings exhibitors and retailers from around the world together in the glamorous backdrop of New York City. 2006 marks the 100th Anniversary of the JA New York Show. The JA New York shows dates back to 1906 when its predecessor, the American National Retail Jewelers of America (ANRJA) was founded. The legacy of the ANRJA show has been carried through JA New York, as it celebrates 100 years of excellence and service to the jewelry industry. The JA New York Shows are produced by the National Jeweler Network (NJNI) a world-class trade show producer and publisher of the industry leading *National Jeweler* magazine. The JA New York Shows are also the only shows affiliated with Jewelers of America, the largest and most respected jewelry retailer association in the U.S.

JA New York is a proud supporter of the jewelry industry. JA New York contributes over half a million dollars to Jewelers of America to support professionalism and high social, ethical, and environmental standards in the jewelry trade. The JA New York and Jewelers of America partnership provide access to educational programs and services, leadership in public and industry affairs, and encourage members with common interests to act in their and the industry's best interests. Jewelers of America represents more than 11,000 jewelry stores nationwide and is the indisputable leader for the jewelry industry, providing high quality educational programs and services, public and industry affairs leadership, certification, networking, and other resources.

About The National Jeweler Network and The Nielsen Company

National Jeweler Network (NJJ) is part of The Nielsen Company, one of the world's leading publishing and information companies. Our industry-leading publications include *National Jeweler* and *Couture International Jeweler*, the official business journal of *Couture*. The Nielsen Jewelry Group is part of the Nielsen Company that produces more than 50 conferences and trade shows annually for professionals in fields ranging from presentations and training to travel, design and retail merchandising.

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