



Contact: Meg Robinson/Tara Madden
Clifford Bratskeir Public Relations
212-679-2233
mrobinson@bratskeir.com
tmadden@bratskeir.com

FOR IMMEDIATE RELEASE

**STYLE WITHOUT BORDERS:
JA NEW YORK WELCOMES EXPANDED INTERNATIONAL
PRESENCE TO
THE JA NEW YORK SUMMER SHOW 2008**

New York, NY (July 10, 2008) – This summer, jewelry industry professionals from across the globe will gather at the Jacob K. Javits Center in New York City for four “dazzling” days of buying, selling and networking at the JA New York Summer Show.

International Pavilion

Well established as an industry leader, the 2008 JA New York Summer Show will offer its most remarkable experience yet, with unparalleled features and international participation. Exhibitors from Indonesia and Korea and retailers from Vietnam will be celebrating their first JA New York appearances. Indonesian exhibitors will welcome show attendees with a festive and informative Welcome Reception, in which Indonesian Ambassador H.E. Sudjadnan Parnohadiningrat will speak to the crowd on Monday, July 28th at 1:15pm adjacent to the International Pavilion.

“The Indonesia Welcome Reception will be a celebration of our first JA New York Show and a chance to educate the industry on jewelry from Indonesia and our culture,” said Dody Edward, Director of Indonesian Trade Promotion Center Los Angeles. “This is a special event for buyers and exhibitors to mingle over sweets and refreshments in a relaxed environment during show hours. The JA New York Summer Show provides the perfect platform for establishing international relationships. With such a strong global presence, this show is the one we cannot miss!” With thirteen countries displaying their designs, the JA New York Summer Show will house the world’s most extensive jewelry collection and offer a rare and coveted opportunity for attendees to immerse themselves in styles from around the globe.

Show Highlights

A favorite among attendees, the Manufacturing, Equipment Service, and Technology Pavilion will return after its Winter Show debut, joining the New Designer Gallery, AGTA Colored Stone Pavilion and Gift Gallery. The Manufacturing, Equipment Services, and Technology Pavilion will offer retailers and manufacturers a one-stop resource for all the

latest tools, machinery, supplies, components, and services available. With educational demonstrations, jewelry industry professionals can learn about the latest and greatest tools to improve their businesses in one-on-one tutorials.

Education Seminars

The Jewelers of America Education Seminars expand this year with updated courses to take place both on the show floor and in private classes held in the Javits Center meeting rooms. The education seminars commence with a focus on digital media marketing and shift gears to financial and inventory management by the end of the weekend. Nearly twenty of the industry's most savvy and successful leaders will conduct the seminars, offering expert first-hand knowledge on the most current issues facing the jewelry industry.

New Designer Gallery

Emerging talent will be showcased at the New Designer Gallery, where the prestigious Mort Abelson New Designer of the Year Award, named after the founder of the New Designer Gallery, will be presented to this year's winner. "The New Designer Gallery at JA is an industry institution," said Cindy Edelstein, Special Projects Consultant to the National Jeweler Network. "It is where so many great designers got their start; it's the launch pad for talent in our industry. This year's collective showcases 10 women who are at the top of their game; each one brings a different and unique style to Gallery and will surely entice the retailers into going for something new this year." All media are invited to attend an event that brings emerging talent to the forefront. On Monday, July 28th attending press will have the opportunity to tour the new designer gallery, as well as interview the designers and see their latest creations.

Gift Gallery

In addition to new local and international designers, a host of returning favorite exhibitors and updated educational courses, the JA New York Summer Show will provide the opportunity for retailers to view the latest products available to round out their inventory. The Gift Gallery will display a vast array of unique merchandise to provide customers with the special luxury gift items they seek to fill the extra space at their stores.

Launch Celebration

A collaboration will also be on display with FuFoo, a leading design-manufacturing company completely dedicated to creating quality gold, enamel and diamond fine jewelry exclusively for girls, celebrating the launch of a much anticipated new collection at the JA New York Show. FuFoo will display three lines of innovative fine jewelry featuring Disney's themes and characters. "The opportunity to work with Disney, the world's largest children's brand, is an enormous honor. It's also a testament to the monumental growth in the children's high-end jewelry sector, and to FuFoo's strong presence in the market," said Jack Gindi, Director of FuFoo. Fufoo's new collection can be viewed at booth 2251 at the JA New York Summer Show.

AGTA Pavilion

Leading trends in colored gems and pearls will be showcased in the AGTA Colored Stone Pavilion, which will feature an awe-inspiring array of colored pearls, gemstones and gemstone jewelry. Douglas K. Hucker CEO of AGTA says, "The JA

New York Show provides a great opportunity for buyers to restock core colored gemstones and pearls at the AGTA Pavilion prior to the fall selling season.”

JA New York is a time for networking providing opportunities for jewelry industry professionals to connect and strengthen relationships. This summer, National Jeweler Network and JA New York are taking the mingling to one of New York City’s hotspots for a night of fun. All Summer Show attendees and exhibitors are invited to enjoy a light fare and cocktails at Crest following day two of the Show. On Monday, July 28th from 6:00pm – 9:30pm, an attendee or exhibitor badge provides access to this relaxed and informal networking event.

The JA New York Summer Show will bring the jewelry industry together this summer at the Jacob K. Javits Center July 27 – 30. In addition to the outstanding show features, the convenience and excitement of New York City and extraordinary discounts make this show a must-see. Anyone with questions about exhibiting should contact Drew Lawsky at (646) 654-4983 or Drew.Lawsky@nielsen.com. For attendee registration inquiries, please call 508-743-8506. For more information about JA New York, please visit <http://www.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. The JA New York show dates back to 1906 when its predecessor, the American National Retail Jewelers of America (ANRJA) was founded. 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 by contributing over half a million dollars to Jewelers of America to support professionalism and high social, ethical, and environmental standards in the jewelry trade. This 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

Powered by The Nielsen Company, NATIONAL JEWELER, COUTURE INTERNATIONAL JEWELER, Europa Star, JA New York Shows, Couture, and CustomerConnect constitute the National Jeweler Network (NJNI). The network’s publications, tradeshow, digital products, and high-powered conferences are a conduit to the largest and most actively engaged global community of jewelry industry professionals. NJN reaches a highly targeted network of jewelry retailers, designers, buyers, manufacturers, and suppliers through its diverse media portfolio. Included among its offerings are comprehensive editorial coverage of the latest industry news and trends, qualified networking opportunities, expert educational resources, an array of integrated marketing solutions, and market-leading industry reports. National Jeweler Network is a one-stop shop servicing the business of jewelry. www.nationaljewelernetwork.com

Nielsen Business Media, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently. With 42 publications, over 60 trade shows and 185 digital products and services, Nielsen Business Media serves six major market groups and 29 individual markets, spanning the entertainment, media and marketing, retail, travel and performance, and design industries. www.nielsenbusinessmedia.com

###