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FOR IMMEDIATE RELEASE

**JA-NewYork.com — The New cut
New site launch offering more efficiency and
integrated services to the jewelry industry**

New York, NY (June 25, 2008) – On June 18th, JA New York re-launched its website www.JA-NewYork.com offering a new look, new functionality and features for retailers and exhibitors alike. In addition to a facelift, the website has restructured its user interface to seamlessly enable visitors to find pertinent information on the JA New York Shows and the National Jeweler Network (NJN).

Revived and revamped, the new JA-NewYork.com is a one-stop source for all industry information. Visitors to the website can get up to date show logistics, industry news from the NJN, and learn about future and affiliated events and products produced by the NJN.

“The re-launch of the website allows us to better serve the jewelry industry,” said Drew Lawsky, Group Show Director for JA New York. “We are excited to be able to bring all the necessary resources to one place and to offer the most current information more effectively. More importantly, the new JA-NewYork.com will allow us to deliver essential information to our exhibitors and attendees in areas such as online registration, exhibitor information, and special events. Visitors will also find up-to-the-minute seminar information and links to the most current industry information from NationalJewelerNetwork.com.”

To benefit retailers and media, the new website features a comprehensive press room. The press room now features the most up to date industry news and media contact information, press events, and the Designer Portfolio - an interactive gallery showcasing products from the best of the jewelry design community.

“We have 48,000 unique visitors coming to the JA New York website every month to find the information they need to know about JA New York Shows,” said Bailey Beeken, Group Vice President of the National Jeweler Network. “Now, they’ll find so much more. For our digital advertisers, the information is a channel to a large and highly engaged digital community of jewelry professionals. This re-launch has just ‘kicked’ the National Jeweler Network digital offerings ‘up a notch’ for both attendees and exhibitors. We’re thrilled at the response from the industry.”

The new JA New York site launch is perfectly slated for the JA New York Summer Show on July 27 – 30 at the Jacob K. Javits Center. The JA New York Summer Show will bring the jewelry industry together and features the best manufacturers and designers from around the globe. The outstanding show features, the convenience and excitement of New York City and extraordinary pavilions make this show a must-attend! 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.

To visit JA New York’s website, go to 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 (NJJ) 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 (NJJ). 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.
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