

More than 15 of America's Best Jeweler Couture Retailers Will Speak in Unprecedented Peer to Peer Educational Symposium

New York, NY – July 23, 2008. The first America's Best Jeweler Network Retail Benchmarking Symposium and Awards Presentation (www.NationalJewelerNetwork.com/abj) will take place this Saturday, July 26, 2008 at the Westin at Times Square in New York where 31 Couture Retailers will be recognized for their contribution and progressive strategies in creating successful businesses.

17 of the 31 winners will discuss their winning strategies with an audience of 75 retailers in an intimate peer-to-peer education forum. Topics to be discussed include marketing, operations, HR/staffing, customer service and financial metrics. Winning panelists set to speak are:

- Susan Eisen, CEO, **Susan Eisen Fine Jewelry and Watches**
- Sissy Jones, CEO, **Sissy's Log Cabin**
- Michael Littman, Co-President, **Gary Michaels Fine Jewelry**
- Brad Boozer, Owner, **Boozers Premiere Diamonds and Timepiece**
- Steven Fina, Pres. - Retail, **Michael C. Fina Company**
- John Ahee, VP, **Edmund T. Ahee Jewelers**
- Jerry E. Gause, President, **Gause and Son Jewelers**
- John Henne, President, **Henne Jewelers**
- Matthew Wilson, Owner, **Wilson & Son Jewelers**
- Michael S. Karaman, President, **James Free Jewelers**
- David Stone, President, **Nancy and David Fine Jewels**
- John Ahee, VP, **Edmund T. Ahee Jewelers**
- Steven Fina, President – Retail, **Michael C. Fina Company**
- Scott Brown, VP Operations, **Benari Jewelers**
- Jerry E. Gause, President, **Gause and Son Jewelers**
- Robert Hutter, CFO, **Tapper's**
- Emil Girardin, Owner, **Girardin Jewelers**

The complete list of the 31 Couture Retail Winners may be found at www.NationalJewelerNetwork.com/abj

Chris Casey, publisher of *National Jeweler*, explains “With the jewelry industry facing more challenges than ever *National Jeweler* saw the need for a program that to serve as a benchmarking tool for today's progressive retail jeweler. America's Best Jeweler is an annual survey, conducted and analyzed by an independent firm offering in-depth information for retailers on evolving best practices in operations, marketing, financial management, customer service and staffing/HR. The educational programs, which offer unique peer-to-peer sessions and case studies, will give retailers proven, real-world strategies to immediately apply to their business.”

America's Best Jeweler is sponsored by Arabov Group, *Wall Street Journal*, *Stuller*, and *Debbie Brooks*. The first Retail Benchmarking Symposium and Awards Presentation will take place on July 26, 2008 at the Westin at Times Square in New York where 31 Couture Retailers will be recognized for their contribution and progressive strategies in creating successful businesses. For more information on how retailers may sign up for this event, please contact Maria Palombini, +1.646.654.4959 or Maria.Palombini@nielsen.com.

About America's Best Jeweler

America's Best Jeweler, presented by the *National Jeweler Network*, is a groundbreaking program daring to establish a benchmark tool for retailers to measure their performance versus the industry. The program facilitates an environment of taking a leadership position that will allow for the betterment of an industry as a whole. It fosters peer-to-peer education to give retailers practical, real-world successful strategies that can be immediately and easily applied to their business. The program is a multi-media platform – print, online, face-to-face, and data reports- for jewelry retailers to interact, share and acquire knowledge from peers on how to become a better and more successful retail executive. Upcoming conference and awards presentation dates include: July 26, 2008, January 17, 2009, and July 26, 2009 in New York.