

For Immediate Release

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Kassoy Releases New 2010 Catalog Featuring Over 100 New Products

December 2009, Plainview, NY – Kassoy LLC, the world leader in jewelry supply, today announced the release of its 2010 product catalog. The newly revised 224-page color catalog includes thousands of products with more than 200 new items including gemological tools, testing, grading and measuring equipment, work benches and accessories, sales aids, packaging and display pieces, front of store products, inventory control solutions and much more.

Many new items have been introduced for 2010, including metal testers, gold analyzers, and furnaces, while top-sellers such as the Kassoy line of loupes and gemological microscopes, have been improved and enhanced. Much of the 2010 Kassoy catalog has been reorganized to enhance product selection. The Label & Bar Coding Solutions section has also been expanded and incorporated into the main catalog, thus facilitating a complete and comprehensive product presentation.

In addition to Kassoy exclusives, the 2010 catalog is packed with items from industry leading brands such as Bausch & Lomb, Krüss, Leica, Metter Toledo, Nikon, Ohaus, Presidium, Reimers, Sarin, Sartorius and Zeiss. Kassoy's 2010 catalog also unveils the company's new Mettler Toledo support services, as Kassoy now offers service and support on all Mettler Toledo scales. All services are now performed in Kassoy's Manhattan, New York showroom, by a Mettler Toledo Factory-Trained Technician.

"As an industry leader, we strive to provide our customers with the tools they need to succeed," commented Joanne Slawitsky, President of Kassoy LLC. Slawitsky continued, "Each item in this catalog has been handpicked and thoroughly evaluated by our expert team, so our customers can rest assured they're receiving the utmost in performance and value. We want our customers to spend less time looking for what they need and more time focusing on their success."

A PDF version of the 2010 catalog is available on CD or online at <http://www.kassoy.com>. To request a print or CD version of the 2010 catalog, call Kassoy toll-free at 1-800-4-KASSOY (1-800-452-7769) or internationally at 516-942-0560. For more information contact sales@kassoy.com.

About Kassoy LLC

Headquartered in Plainview, New York, with a Manhattan showroom, Kassoy has been providing all types of jewelers with the supplies they need for over 75 years. What began in 1936, as a supply company for diamond dealers, today boasts a complete product line for every professional in the precious metal, gemstone and jewelry industry. An innovator in the industry, Kassoy first made bar-code jewelry tags available to retail jewelers in 1987 and continues as a leader, delivering new products, solutions and technology to the jewelry industry year after year. For more information, visit <http://www.kassoy.com>.

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Photos: Kassoy's New 2010 Catalog