

TJS ZEROSHRINK STARTER KIT ALLOWS JEWELERS TO RELIABLY TRACK INVENTORY IN SECONDS

Low Cost Kit for Every Day Inventory, Reduces Shrink

Boston, June 1, 2010 – TJS, the world leader in item level tracking for jewelers, today announced the availability of the ZeroShrink® Starter Kit, which allows jewelry store owners to reliably track their inventory in seconds. The kit includes TJS ZeroShrink *Express Edition* software, a TJS Item Scanner, and 200 transparent RFID tags that can be easily applied to jewelry barcode labels. TJS will be publicly demonstrating the Starter Kit at JCK Las Vegas June 4-7, and is offering jewelry retailers a discount for any orders placed during the conference.

“The ZeroShrink Starter Kit is an affordable way for jewelers to start tracking their inventory daily. This allows jewelers to discover missing items reliably on a daily basis, which has been proven to significantly reduce shrink,” said Johnny Hazboun, CMO at TJS. “For less than \$500, jewelers are provided with a plug and play tool that includes: the Express Edition of TJS ZeroShrink; a handheld RFID scanner that plugs into a PC like a keyboard; and the tags, which together gives them reliable and reportable item-level tracking.”

Traditionally, jewelry inventory tracking is done manually or by using barcode systems, but both methods are error-prone, labor and time-intensive, and conducted infrequently, usually only once or twice each year. As a result, shrinkage is often not discovered promptly, hindering recovery. With the ZeroShrink Starter Kit, jewelers can reliably identify missing items quickly, and reduce shrink.

The ZeroShrink Starter Kit is priced at \$449 plus shipping and handling, and can be ordered, with additional tags, online at www.tjs.com or by calling 877 4 0 SHRINK. JCK Las Vegas conference attendees may order the kit for the discounted price of \$399, with free shipping, at the TJS Booth (#62205, Galileo Hall) during the conference. In

addition, TJS CMO Johnny Hazboun and customer Debbie Nazarian, of Nazarian Jewelers, will participate in the [“New Frontiers in Retailing, RFID, Virtual Display Cases” JCK Las Vegas panel](#), June 6 at 3:30 p.m.

About TJS

TJS, a privately held company, was founded in 2005 to apply RFID to improve certainty about the location, authenticity and ownership of jewelry items. In early 2006, TJS rolled out its inventory tracking platform to a small retail jeweler in Dubai, and has since expanded this platform into the world's leading RFID software for jewelry.

Retailers, financial institutions, and security service providers are using TJS products to monitor their high-value items across multiple locations. With TJS products, organizations can achieve complete visibility of their products with unprecedented ease and accuracy. TJS item tracking software is deployed across Asia, Europe, and North America, tracking over 2.5 million jewelry items valued at over \$800 million.

For more information, visit <http://www.tjs.com>

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