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JCK EVENTS: BREAKING ATTENDANCE RECORDS WITH A 20 PERCENT INCREASE
(LAS VEGAS, NV June 7) - - JCK Events, comprising LUXURY *by JCK*, SWISS WATCH *by JCK* and JCK Las Vegas, and representing the entire jewelry market, finished strong with a 20 percent increase in retailer buying attendance. This has excited suppliers and industry associations who have already committed their support and business for JCK 2011 and its new home at the Mandalay Bay complex. JCK Events offers the entire jewelry marketplace the best product sourcing opportunities both domestically and internationally – from high-end and luxury to mass market and boutique.

The 2011 JCK event exhibit space is completely sold out. All signs point to a successful 2011. Early retailer registration and hotel booking commitments at Four Seasons, THEhotel and Mandalay Bay are already soaring.

JCK celebrates 20 years of service to the jewelry industry with the move to Mandalay Bay in 2011 and has thrived with strong, consistent management and a commitment to support and grow retailers' businesses. Retailer association support comes from these state associations: Alabama, Arkansas, Georgia, Minnesota, Iowa, North Dakota, New York, North Carolina, South Carolina, Nebraska, Kansas, Missouri, and Oklahoma and more.

In addition to the consistent 20,000 retailers who attend JCK, over 600 VIP retailer stores were on the show floor. International participation increased by 23 percent with the largest concentration from India, Russia, Canada, UK, Mexico and South America.

Buying delegations were sent from Russia, China, Dubai and India – emerging economies that are currently driving the industry's future growth – and will plan to attend next year's event in many more numbers.

Input from JCK Retailer Advisory Boards, in-store visits, surveys and feedback, have enabled JCK to design the 2010 floor plan with retailers' needs. The redesign continues through 2011 thus creating a dynamic purchasing experience. The VIP Buying Program offers an efficient buying experience with amenities such as lounges, business services, networking and merchandising credits.

"We have both domestic and international retail partners from around the world," said Charlie Rosario, Lazare Kaplan. "We find that JCK and LUXURY give us an opportunity to meet with so many of our existing customers, but more importantly, find new partners to fuel our growth."

"We are expanding and investing in the already robust hosted buyer program for 2011 to ensure that retailers stay and find everything they need at the Mandalay Bay/Four Seasons complex," said Yancy Weinrich, Industry Vice President, JCK Events. "We heard from retailers and industry associations that the Mandalay Bay special event -- the JCK Welcome Reception, 'JCK Rocks the Beach' -- was by far the best event ever."

Key support for the retailer-focused move to Mandalay Bay has already come from the domestic and international jewelry community including the Hong Kong Jewelry Manufacturers Association (HKJMA), American Gem Trade Association (AGTA), LUXURY, Plumb Club, Prestige Promenade, Swiss Watch, Vicenza Oro Italian Pavilion, American Gem Society (AGS), and Gem & Jewellery Export Promotion Council (GJEPC).

"All of our appointments were filled," said Ed Werner, from William Levine, a LUXURY *by JCK* first time exhibitor. "We were able to see many new customers who had heard about us from attending and through word-of-mouth buzz from our existing customers. We are pleased to join the industry at next year's event."

"There is no better place for us to showcase our diamond jewelry than at LUXURY," said Paul Tacori, Tacori. "We continue to build the right level of retailer engagement and strong relationships at LUXURY through the salons, special events and networking. For us, we can showcase the beauty of our collections to the right people."

Swiss Watch *by JCK* offered an exciting line-up of fine watch brands including Bedat & Co., Bulgari, Carl Bucherer, Chopard, Harry Winston, Hermes, Raymond Weil, Tag Heuer and Versace and buying was brisk on the show floor. For 2011, 95 percent of the current Swiss Watch *by JCK* brands will join JCK in 2011 with more to follow in the weeks to come. **W** magazine, a LUXURY *by JCK* and SWISS WATCH *by JCK* exclusive media sponsor, predicts that over 80

percent of affluent, influential consumers will purchase watches in 2011.

“We are seeing customers and doing business with new accounts,” said David Abuloff from Jewels by Star. “We like the intimate environment where we can present our collections, discuss new lines, learn more about our customers’ businesses and share information about ours in the three-days of the event.”

“JCK offers the best and widest selection of merchandise anywhere,” said Elizabeth Pettus, owner, Things Finer, Santa Fe, NM. “We grow our supplier relationships year-on-year which enables us to maintain the highest and best quality merchandise for our customers. We expressively come to JCK to build those relationships so we can grow our business with the best and widest selection of inventory.”

The re-launched and re-imagined JCK Magazine made its debut at this year’s event to great fanfare. Returning publisher, Mark Smelzer, said he is energized by the redesign and is eager to continue working to strengthen the magazine and ultimately in fortifying the JCK brand.

“JCK provides us with a unique selling experience because we can touch every facet of the marketplace,” said Simon Ghanimian, Simon G. “We also have a great opportunity to call attention to our brand and new collections through the celebrity appearances and retail show floor traffic we see at both LUXURY and JCK. We wouldn’t miss it – we can’t afford not to.”

The JCK Events management team, Dave Bonaparte, Yancy Weinrich and John Tierney, together, has over 30 years industry experience and have guided the event’s success. Recently, two professionals have joined the JCK team, Nancy Robey and Lars Parker-Myers will work with JCK Events’ customers to provide the highest level of customer service and to enhance their marketing presence at the events.

“I am a first time JCK Design Center exhibitor and had a great location,” said Jane Basch of Jane Basch/Basch & Co. “I have been branding my company for the past two years but nothing has worked as effectively as exhibiting in the JCK Design Center, advertising in the many marketing vehicles such as the JCK Show Guide, and participating in the Design Center Fashion Show. As a result, I opened 18 new accounts and did more business in two days at JCK than I have in the past two years.”

JCK Industry Support extends beyond the exhibiting companies. JCK Events hosts many influential and community-focused charitable events that drive the industry’s conscience and support the work of these associations. These include: Le Vian’s Red Carpet Revue, which

makes a donation in attending companies' names for Jewelers for Children, the Jewelers for Children "Facets of Hope" event, Jewelers That Care event, The Diamond Empowerment Fund, Womens Jewelry Association (WJA), GIA Career Fair, Diamond Council of America, Jewelers Security Alliance, Thai Gem and Jewelry Traders Association, Jewelers Vigilance Committee, Canadian Jewellers Association, Jewelers of America, and International Colored Gemstone Association.

For over 12 years, The JCK Jewelry Industry Fund has provided funding and grants to aid, assist and improve the jewelry industry with more than \$5 million awarded since its inception in 1998.

JCK Events moves to Mandalay Bay in 2011. The new dates are: LUXURY by JCK May 31-June 2; Swiss Watch by JCK June 2-6; JCK June 3-6, 2011.

ABOUT JCK EVENTS:

JCK Las Vegas 2011 will take place on June 3-6 with LUXURY by JCK, to take place May 31-June 2, 2011 (preceding JCK Las Vegas) at its new venue – Mandalay Bay. The series of JCK Events are designed to serve the worldwide jewelry industry by offering the most comprehensive and complete buying and selling opportunities on a business-to-business basis. For more information on any of the international JCK Events or to view the event's image and video galleries, please visit us at www.jckshows.com or simply call 1-800-257-3626.

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