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**JCK EVENTS 2010 – IGNITING THE PASSION FOR JEWELRY**

**Robust Participation for Swiss Watch, New & Returning Brands,  
2011 Mandalay Bay Move Outpaces**

**(Norwalk, Conn Feb 1)** -- JCK Events 2010 (June 4-7, 2010) has launched a new aggressive marketing and advertising campaign with the apt tagline, "JCK Las Vegas - Showcasing Our Passion for Jewelry." Focusing in on the industry's excitement and dedication for its product, the campaign has hit the market with measurable results.

Within the past few weeks, JCK Events (JCK Las Vegas and LUXURY by JCK) has welcomed new and returning companies from other Las Vegas shows while building a robust portfolio of brands in Swiss Watch by JCK. In addition to **Carl Bucherer, Harry Winston and Raymond Weil**, Swiss Watch welcomes **Bedat**.

"This year's Swiss Watch by JCK will offer retailers an exclusive opportunity to preview new designs from today's foremost brands – all in the same building with the JCK Shows – at Swiss Watch by JCK," said Steven Kaiser, Kaiser Time. "With fabulous new brands and an exclusive shopping environment, retailers who make plans to participate in Swiss Watch's sophisticated buying process will not be disappointed."

In addition to Swiss Watch, JCK Events has also engaged companies who have committed to JCK Event's value to their businesses. **Royal Asscher Company of America** joins **Assael, Circa, Furrer-Jacot, Christofle Silver, William Levine Fine Jewels, William Henry Studio**.

"The continued show of support from the industry validates JCK's desire and efforts to provide the international jewelry community with an essential meeting place to build and sustain relationships and conduct business. In 2010, JCK will continue its reinvention into a retail-focused event and will bring back the successful VIP program that was a catalyst for \$360,000 in sales for

exhibitors at the 2009 event,” said Dave Bonaparte, Group Vice President, JCK Events. “Our continual focus on supporting our customers’ businesses will go unabated into the 2010 event and we will keep the strong momentum going into 2011 when we move to Mandalay Bay.”

JCK 2011 at Mandalay Bay continues to build steam as 92% remains sold out with all the major industry associations and groups pledging their support. These include: The American Gem Trade Association (AGTA); Hong Kong Jewelry Manufacturers Association (HKJMA); Manufacturing Jewelers and Suppliers of America (MJSA); LUXURY; Plumb Club; Prestige Promenade; Swiss Watch and Vicenza Oro Italian Pavilion. These were among the very first to sign up for 2011 and support the move to Mandalay Bay.

“The JCK Events’ team continues its outreach to the international jewelry community to elicit feedback,” Bonaparte said. “This ongoing effort, continuing up to and through the 2010 event, is what has enabled us to offer programs and services that help retailers improve their businesses. We are excited to provide updates to the industry on an ongoing basis and welcome the chance to meet with customers.”

#### **ABOUT JCK EVENTS:**

*JCK Las Vegas 2010 will take place on June 4-7, 2010 with LUXURY by JCK, to take place June 1-3, 2009 (preceding JCK Las Vegas). The series of JCK Events are produced by JCK, and 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](http://www.jckshows.com) or simply call 1-800-257-3626.*

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