



Momentum Is Accelerating As 1,112 Exhibitors Commit To Jck 2011 Mandalay Bay Move

North America's Leading Jewelry Event Garners Wide-Spread Industry Support

(NORWALK, Conn. Sept. 24, 2009) - -Customer and industry support continues to build with category-leading exhibitors, retailers, industry associations and influencers jumping on board to participate in JCK Events move to Mandalay Bay in 2011. The announcement was made three weeks ago.

Exhibitor sign-ups have doubled since the announcement and include key groups such as **LUXURY, Plumb Club, Prestige Promenade** and **Vicenza Oro** Italian pavilion along with key category leaders such as **Sasha Primak, Cassis, Julius Klein, Lazare Kaplan, Christian Tse Corp., ESQ Swiss, Casio, Super Bell Jewelry, AV Diamonds, Stuller, Kassoy; founding Swiss Watch** exhibitors such as **Baume and Mercier; Bulgari, Bell & Ross, Gucci, Swatch Group and Tag Heuer.**

In addition, Industry associations expressing support include: **American Gem Trade Association (AGTA); American Gem Society (AGS); Diamond Council of America (DCA); Gemological Institute of America (GIA), Hong Kong Jewelry Manufacturers Association (HKJMA); Natural Color Diamond Association (NCDIA); Platinum Guild International (PGI); World Gold Council** and industry influencers such as **Jewelers Board of Trade (JBT).**

The recent announcement prompted robust retailer response.

"Moving the show to Mandalay Bay is an excellent decision for many reasons. The main reason is that it will be a better experience, better layout and atmosphere for retailers and suppliers to do business," **Jeff Corey, Day's Jewelers, Waterville, ME**

"I've had the pleasure of experiencing Mandalay Bay first-hand since Macy's has held events in this facility. The ease and levels of service definitely speak volumes about their 'Yes' culture," **Bea Spiech, VP DMM, Macy's East.**

"JCK again proves to the jewelry industry that they are true innovators. Moving the show to Mandalay Bay is brilliant and will infuse new energy into the event. The synergy created by having the entire campus will not only increase networking opportunities it will result in a more efficient way to do business," **Mark Moeller, R.F. Moeller and President of American Gem Society**

“The jewelry industry has provided early and positive support for the move,” said Dave Bonaparte, Group Vice President for JCK Events. “From the industry’s dialog on the subject, as well as our in-person and phone conversations, we are confident that JCK Las Vegas 2010 and 2011 will deliver dynamic change without sacrificing the fundamental elements that retailers have come to expect.”

Over the next several months, JCK Events will be seeking ideas and input from retailers on how to best organize the floor plan for ease of navigation and efficient buying while continuing to invest in special event programming and educational sessions that provide networking opportunities – all important factors for retail customers, based on research.

The JCK Events team will be conducting a ‘listening tour’ of retailers to better assess their buying needs and their preferences for ‘shopping’ the show. Utilizing focus groups, in-person meetings and surveys, the JCK team will be collecting insights and data to be integrated into the future floor plans.

“For the past 18 years, the JCK Show has been THE jewelry show to attend. After visiting the Mandalay Bay facilities last week, I am convinced that the show will be better than ever in 2011. Reed Exhibitions has the foresight to revamp the entire show to make it more “user friendly”. MGM Mandalay staff will be so amazingly supportive we will feel the “Mandalay” difference. The entire industry is going to love our new home,” said **Doug Sills, A. Link**

“The Mandalay Bay Hotel, along with The Four Seasons and THEhotel, provide a compact, extremely manageable yet luxurious environment that everyone will appreciate,” said **Jeffrey Post, Director, Gem Platinum**. “The convention center in and of itself provides one the cleanest and most modern facilities available anywhere that I have seen. In addition the restaurants, lounges and clubs will be welcome respite after 19 years at the other end of the strip.”

For a full list of participants and supporters, as well as updates on JCK 2011 and the “Mandalay Bay Experience”, visit: www.jck2011.com.

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 or simply call 1-800-257-3626.