



FOR IMMEDIATE RELEASE

**LEADING JEWELERS OF THE WORLD TO HOLD
ANNUAL HONOREE MEETING IN CONJUNCTION WITH 'THE SMART JEWELRY
SHOW'**

LJW Affiliate Members to Participate In Meeting

New York, NY (February, 2010), Leading Jewelers of the World has announced that it will again hold its Annual Honoree Meeting in Chicago in conjunction with "The SMART Jewelry Show". It will be held on April 22nd and 23rd. The decision was made by the LJW Board earlier this year. Members of the LJW's new Affiliate Member program will participate for the first time.

Commenting on the decision, LJW's Executive Director, Michael C. Barlerin, said, "Our LJW Honorees were enthusiastic about last year's meeting in Chicago in conjunction with INSTORE. It was only logical to build on the relationship that was established then and to further develop the content and structure of our meeting. The inclusion of our Affiliate Members is a big step towards that goal."

Added Jim Reed, Show Director, The SMART Jewelry Show, "The Leading Jewelers of the World" consists of the premier retailers in the U.S. We are excited that they feel The SMART Jewelry Show offers them world class education and buying opportunities at this time of the year."

Leading Jewelers of the World is an Association of independent retail jewelers who are granted exclusivity in their respective markets. Potential Honorees must be nominated; meet specific criteria; be approved by the LJW Board of Governors; and implement an initial training program conducted by Kate Peterson's Performance Concepts before their Designation Event as a Leading Jeweler of the World Honoree.

The SMART Jewelry Show is an innovative trade event created by INSTORE and INDESIGN magazines. The show is designed from the ground up to help retailers buy smarter and be better prepared to sell the things they buy. To register for the show, visit www.smartjewelryshow.com.

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