



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

**JEWELERS FOR CHILDREN TO HONOR TWO INDUSTRY
GIANTS AT 2008 FACETS OF HOPE EVENT**

New location also announced

Jewelers for Children, the industry's charity, will honor Allen Brill, president and CEO of Rolex Watch USA, Inc., and Peter Engel, president and CEO of Fred Meyer Jewelers at the annual Facets of Hope event Sunday, June 1, 2008 at the Venetian Resort Hotel and Casino in Las Vegas. The event, culminating JFC's fund raising efforts for the year, attracts more than 2,300 industry guests during the JCK Show. Both Brill and Engel have generously agreed to serve as guests of honor at the event with the responsibility of assisting JFC in raising funds to benefit children who are the victims of catastrophic illness or life-threatening abuse and neglect. Each year, prominent industry leaders are honored by the charity. In 2007, H. Marvin Beasley of Helzberg Diamonds and Lee Michael Berg of Lee Michaels Fine Jewelers, where \$ 4.7 million was pledged to JFC's charity partners.

"We are excited that Allen and Pete have agreed to be honored and both have assured us that they, along with our dedicated fundraising committee, are going to make 2008 one of the most successful yet." said Howard Sherwood of Daniels Jewelers, JFC Chairman. "In 2008 we mark the move to the Venetian and we celebrate ten incredible years for JFC. It's going to prove to be a very exciting year and I know it will be on of our best ever. We are also very fortunate to have Marvin Beasley chairing the fundraising effort this year. His immediate experience as an honor will help him guide the committee to success."

The fundraising effort will officially kick-off in January of 2008. Those interested in sponsoring can find complete sponsorship information on the JFC website, www.jewelersforchildren.org, or by contacting JFC at 212-687-2949.

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Jewelers For Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated nearly \$28 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect through charity partners St. Jude Children's Research Hospital, the Make-A-Wish Foundation, the Elizabeth Glaser Pediatric AIDS Foundation and the National CASA Association. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers.

JFC also provides support to the Starlight Starbright Children's Foundation, the Jason Program, the Association of Hole in the Wall Camps, Autism Speaks and the Santa-America Fund.