



**JEWELERS FOR CHILDREN**  
A GIFT OF LOVE FOR CHILDREN IN NEED

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**FOR IMMEDIATE RELEASE:**

**Jewelers for Children honors Beasley and Berg;  
Announces \$ 4.5 million to charity partners.**

New York, NY – On June 3, 2007, Jewelers for Children, the industry's charity, honored H. Marvin Beasley, chairman and CEO of Helzberg Diamonds in North Kansas City, MO and Lee Michael Berg, president and CEO of Lee Michaels Fine Jewelry in Baton Rouge, LA and also announced that \$ 4.7 million would be committed in the year ahead to charities that benefit children who are the victims of catastrophic illness or life-threatening abuse and neglect.

More than 2,100 members of the jewelry industry attended the annual Facets of Hope celebration at the Bellagio Hotel in Las Vegas. In addition to the recognition of the honorees, the crowd heard from some of the children who have directly benefited from the support the jewelry industry has so generously provided. The program included a 5 year-old boy from India who experienced the *power of a wish®*, a 15 year-old girl who was treated at St. Jude Children's Research Hospital in Memphis, TN and a 10 year-old, HIV positive boy from Jamaica who is participating in a study with the JFC Elizabeth Glaser Scientist, Dr. Margaret Feeney. Dr. Feeney and the boy were introduced, for the first time, on the stage during the presentation.

"Our outstanding honorees and the inspiring children have made this the most successful Facets of Hope event to date." Said Laurence R. Grunstein, chairman of the board of JFC and president of Citizen Watch Company of America.

H. Marvin Beasley is chairman and CEO of Helzberg Diamonds. Born and raised in Petersburg, Virginia, he earned a business degree from Richard Bland College, College of William and Mary, in 1963, and attended Virginia Commonwealth University. He began his business career with The Gunst Corporation, a wholesale distribution company, and in 1968 was promoted to

Vice President, Retail Division. In 1972 he joined Best Products Company, where he became Vice President, Jewelry Division, in 1983.

Mr. Beasley joined Helzberg Diamonds as Senior Vice President, Merchandising and Distribution, in 1989. In 2001, he was named Executive Vice President, Marketing, Merchandising and Distribution, and then was appointed President and Chief Operating Officer in 2002. In 2004, he became Chairman and Chief Executive Officer. Marvin and his wife, Fay, have been married for 32 years, and they have three daughters and six grandchildren.

In accepting his honor, Beasley noted, "I would also like to acknowledge my wife Fay, who is here with me this evening. We have been blessed with a wonderful family, three daughters and six grandchildren. Like anyone with children in their lives, my family is a big reason that I feel so connected to Jewelers for Children. I am extremely thankful that my kids are healthy and safe, and our very good fortune makes our hearts go out even more to children in need of the services that JFC supports.

I am very pleased to have the privilege to be recognized as one of this year's Facets of Hope Honorees this evening. The things we've already seen in this program make it perfectly clear that the work Jewelers for Children is doing is very important. I thank JFC's Board of Directors, and our Fundraising Committee for the time and effort they have dedicated, and continue to dedicate, to this noble cause."

Helzberg Diamonds is a national jewelry retailer headquartered in North Kansas City, Missouri. The company was founded 1915, and has grown to include over 269 stores in 38 states, making it the 5<sup>th</sup> largest jewelry retailer in the US. The company's principal retail focus is fine diamond and gemstone jewelry. Helzberg Diamonds places emphasis on merchandise quality, value, and respect for customers, employees and business partners.

Lee Michael Berg is the president and CEO of Lee Michaels Fine Jewelry, the firm he and his wife Brenda founded in 1978 following Lee's decision to leave his position as a Senior Vice President with the Zale Corporation and establish his own business. Their first store was in Baton Rouge, Louisiana, and the company now boasts eight stores in three states.

Mr. Berg maintains a very active industry, community and philanthropic life as well. He serves on numerous industry boards, including the Jewelers for Children and the Gemological Institute of America. He is a past chairman of the Jewelers of America and the Jewelers Vigilance Committee and past board member of the Jewelry Information Center, the American Gem Society Laboratories, and the Jewelers Mutual Insurance Company. Berg and his wife Brenda reside in the Baton Rouge area, along with their three sons.

During his acceptance, Berg noted, "It is profoundly humbling to be a *Jewelers for Children* co-honoree with Marvin Beasley at this distinguished Facets of Hope event this evening. I have been proud to be associated with the JFC for the past several years and to witness its impact as an advocate for children.

I feel especially honored to be surrounded by family, friends, our company management team, and colleagues from the industry that is known as "the industry with a heart." It means a great deal when the people who know you are willing to support the causes you have seen really make a difference.

When I was invited to be a co-honoree, I accepted because I considered it my company's opportunity to work even harder in realizing JFC's mission on children's behalf. In a few short years, JFC has become a recognized force for the children in life threatening conditions who so desperately need an advocate."

Beasley and Berg agreed to serve as the honorees for the annual event and spearhead the fundraising effort. They were joined by a number of industry leaders and the group raised more than \$ 5 million for the charity. With the distributions announced at the event, the cumulative total that JFC has donated to children's charities since 1999 grows to nearly \$ 28 million.

The funds will be distributed as follows: St. Jude Children's Research Hospital - \$1 million, Make-A-Wish Foundation - \$1 million, National Court Appointed Special Advocate (CASA) Association - \$1 million, Elizabeth Glaser Pediatric AIDS Foundation - \$ 675,000, Jason Program - \$ 325,000, Make-A-Wish Foundation International - \$ 200,000, National Autism Research Foundation – \$ 50,000 and Santa America Fund - \$ 35,000.

Jewelers For Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. The 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.

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