



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

**JEWELERS FOR CHILDREN TO HONOR ED HRABAK OF STERLING AND
JONATHAN GOLDMAN OF FREDERICK GOLDMAN**

Jewelers for Children, the industry's charity, will honor Ed Hrabak of Sterling, Inc. and Jonathan Goldman of Frederick Goldman at the annual Facets of Hope event Sunday, June 6, 2010 at the Venetian Resort Hotel and Casino in Las Vegas. The event, culminating JFC's fund raising efforts for the year and celebrating the second annual JFC Children's Day, attracts more than 1,000 industry guests during the JCK Show. Both Hrabak and Goldman 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.

"We are so fortunate to have two such outstanding honorees this year." said Ed Bridge of Ben Bridge Jeweler, JFC Chairman. "Jonathan Goldman was the first Jewelers for Children chairman and has tirelessly worked for the charity since its inception. Ed Hrabak has served on our fundraising committee for many years and has always been one of its most outstanding members."

As part of the JFC Children's Day celebration, all of JFC's charity partners will announce on the same day how support from the jewelry industry has made a difference in the lives of children in need. The partners have also agreed to help make Children's Day a media event across the country by generating publicity through their media channels. Jewelers everywhere will also have the opportunity to participate by utilizing the national event in their own local publicity. JFC is making materials available for jewelers to use in developing their own in-store activities and templates for local press releases, media alerts and customer notifications.

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The festivities will be held on Sunday, June 6, 2010, at the Venetian Resort Hotel and Casino. Cocktails will begin at 6:15 p.m. in the Palazzo Ballroom on the fifth level of the hotel, with dinner and the program beginning at 7:45 p.m. Anyone interested in attending or sponsorship opportunities can contact JFC at (212) 687-2949 or info@jewelersforchildren.org. Details and participation forms are available at the JFC website, www.jewelersforchildren.org.

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 \$ 32 million to programs benefiting children whose lives have been affected by illness, abuse or neglect through our charity partners St. Jude Children's Research Hospital®, Autism Speaks, the Elizabeth Glaser Pediatric AIDS Foundation and the National CASA Association. JFC also provides support to the Make-A-Wish Foundation® of America, the Make-A-Wish Foundation International, and the Santa-America Fund. 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.

About Ed Hrabak

Ed Hrabak is the Senior Vice President/General Merchandise Manager at Sterling Jewelers Inc. Hrabak is responsible for the planning, sourcing, distribution, price management and clearance of the company's jewelry inventory. He is also responsible for the product selection for 12 annual jewelry catalogs. Hrabak serves as an Executive Committee Member.

Born and raised in Cleveland, Ohio, Ed earned a B.S. of Economics from John Carroll University in 1978. Ed began his career as a buyer at J.B. Robinson Jewelers in 1978 then joined Sterling Jewelers Inc. in 1987 as a Merchandise Buyer. In 1990, he was promoted to Divisional Manager and then Vice President of Merchandising in 1993. In 2002, he became the Senior Vice President and General Merchandising Manager. In addition to serving on the Fundraising committee for JFC, Ed is also a board member of the Diamond Empowerment Fund. He and his wife Tiffany live in Medina, Ohio and have five children.

Sterling Jewelers Inc. is the nation's largest specialty retail jeweler. Based in Akron, Ohio, Sterling operates 1,407 stores in all 50 states and employs more than 21,000 associates. Sterling trades under national brands including "Kay Jewelers," the number one specialty jewelry brand in the U.S. and "Jared the Galleria of Jewelry," the number one off-mall destination jewelry brand in the U.S., as well as a variety of regional names. Sterling is the U.S. division of London-based Signet Group plc, making it part of the largest specialty jewelry retailer in the world.

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About Jonathan Goldman

Jonathan Goldman is Chairman and CEO of Frederick Goldman, Inc. Goldman is a leading manufacturer and distributor of fine jewelry selling various channels of distribution. The company manufactures under several national and private label brands, most noticeably, the Goldman, ArtCarved, Diana, Triton and Lyric brands.

Jonathan started with the company in 1976, at the age of 18, as Office Manager after the sudden death of his father and founder of the company, Frederick Goldman. Over the years, he has maintained positions in sales, marketing and manufacturing and rose to the position of Chairman and CEO in 1989. Today, Frederick Goldman employs over 700 associates worldwide and is in the process of transforming from mostly private label to national brands both licensed and owned.

In 1999, a group of jewelry industry leaders founded the Jewelers Children Fund for Children (renamed Jewelers for Children) where Jonathan served as its first chairman. Jonathan is currently a member of the Young Presidents' Organization and a board member of Jewelers for Children, The Plumb Club and the Jewelers Vigilance Committee. He recently graduated from the Harvard Business School OPM Program and is now an HBS Alumni.

Jonathan is married to Elizabeth and has 3 children, Chelsea (19), Grant (14), and Eyan (11).



Jonathan Goldman



Ed Hrabak