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News Release

INDEPENDENT JEWELERS ORGANIZATION PARTNERS WITH ROSICA STRATEGIC PR

Fourth-Quarter Branding Program to Benefit IJO Members

The Independent Jewelers Organization (IJO), the world's largest jewelry buying group and advocate of jewelry industry retailers and manufacturers, has retained Rosica Strategic Public Relations, a 24-year-old national public relations and marketing agency. Rosica will focus on promoting IJO's Exclusive Collection jewelry line – appearing bi-weekly in People Magazine – expanding IJO's membership, and driving consumers to IJO retail stores during this holiday season. The media savvy agency will target national and regional consumer magazines and broadcast media in time for holiday coverage, plus Valentine's Day and beyond.

“Rosica has an unbeatable track record, having worked in the jewelry and fashion industries for over two decades, and is ideally suited to drive consumers into our member stores to purchase our new, exclusive designs from the world's best designers and manufacturers,” says Richard Swetz, chairman of IJO. “The agency will also focus on making ‘Master IJO Jeweler’ a recognized symbol of quality assurance among jewelry trade associations and consumers nationwide.”

Rosica Strategic Public Relations, founded in 1980, is a national PR/marketing company offering a variety of services, from product introductions, media relations, special events and cause-related marketing to publicity and promotions, internal communications, crisis management and community relations. The company is credited with creating the Famous Amos cookie brand solely through PR and has worked with its founder, Wally Amos, for more than 24 years. Past and present clients also include The John Lennon Jewelry Collection, Revlon, Coty Beauty U.S., Keebler Foods, Stew Leonard's, the National Association of Home Care & Hospice, Rollerblade, Egglund's Best and The Good Home Company, among others.

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