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A Look Ahead to JCK Las Vegas 2011:

Top of the Strip Offers Luxury, Convenience & the Four Seasons Hotel

(NORWALK, CT – July 22) - - - If you've not heard or didn't participate in this year's exciting JCK Events Welcome Reception at Mandalay Bay beach, JCK Las Vegas is moving to the Mandalay Bay campus in 2011. The move is part of an overarching reinvention that has been enthusiastically endorsed by a "who's who" list in the jewelry industry – all of whom have agreed to lead the parade up Las Vegas' storied strip.

"The Mandalay Bay move is a significant step in the continuing tweaking we're doing to JCK Events to enhance the JCK experience," said Yancy Weinrich, Industry Vice President, JCK Events. "We have early support from manufacturers and suppliers and will continue to bring the excitement and extravagance of Mandalay Bay to retailers."

The state-of-the-art facility, first class hotels and restaurants and Mandalay Bay's commitment to customer service will provide JCK Las Vegas, LUXURY by JCK and Swiss Watch by JCK with an improved environment in which to conduct business.

Mandalay Bay offers the luxurious Four Seasons Hotel, the first and only in Las Vegas, complete with a private and secluded entrance. Four Seasons also offers an intimate and residential feel with an award-winning spa, Las Vegas' first kosher kitchen and elegant dining options including Chef Charlie Palmer's Charlie Palmer Steak and an exclusive pool and relaxation area. The all-suite boutique hotel, THEhotel, offers a new model of understated luxury, affording guests a haven of sophistication and service on par with the best boutique hotels in the world. Its elegantly appointed suites and stylish lobby areas set a tone of confident discretion, while its carefully tailored roster of amenities provide an unparalleled atmosphere for attending to both business and pleasure. All of the signature hotels at Mandalay Bay and the surrounding properties offer thousands of hotel rooms and pricing options to please every taste and budget.

"WJA is pleased to be able to celebrate JCK's 20th anniversary in its new home at Mandalay Bay," said Kendra Bridel Weinman, WJA President. "Our members are looking for new and unique opportunities to network with leading women from across the country, Mandalay Bay provides us with an abundance of after-show hours networking choices from spas to restaurants and nightclubs, we are confident that Mandalay Bay will offer a venue full of great choices to advance our mission."

There are 22 great restaurant options within Mandalay Bay that include StripSteak, which boasts a comprehensive Scotch program, featuring more than 120 single malt selections. In addition, Fleur de Lys, of San Francisco fame and Aureole's 'wine angels' who retrieve any vintage using a suspension system from a four-story wine tower, are sure to delight the most discriminating

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palette. Wolfgang Puck's Trattoria del Lupo's outdoor patio and bistro-like setting features a menu with enough diversity to satisfy everyone. If seafood is a pleasure, RM Seafood is a bi-level restaurant that serves a sophisticated dining experience on one level while the downstairs level is more like a bustling market atmosphere. MiX, high atop THEhotel brings together a combination of culinary art, cutting-edge interior design and astounding views of The Strip.

"The AGS is pleased to be able to celebrate JCK's 20th anniversary in its new home at Mandalay Bay," said Cathy Calhoun, President, AGS Board of Directors. "Our members are looking for new and unique opportunities to showcase gems in their beauty and splendor. Mandalay Bay provides us with a fresh start in an exciting venue. We will be there will bells on!"

Mandalay Bay is renowned for its "yes" culture where each level of employee is empowered to respond to a guest's needs and also motivates them to work hard to satisfy and fulfill requests. With over 100 employees dedicated for sales & conventions and 19 Certified Meeting Planners, Mandalay Bay also has unique "PDAs" or Professional Detail Associates offering single-point-of contact service.

Mandalay Bay, the golden gem of parent company, MGM Mirage, is world-renowned in its reputation for award-winning service and amenities including hundreds of spa treatment rooms, abundant high-end dining options and superior entertainment. *Lion King*, Disney's award-winning Broadway phenomenon, performs daily with matinees on Saturdays and Sundays. One of the most spectacular locations at Mandalay Bay is The Beach which was voted *Travel Channel's* best daytime hotspot offering refuge from the heat. Located on 11 acres of sand and surf, Mandalay Bay Beach is the height of Vegas' aquatic indulgence. Boasting a wave pool, lazy river, three swimming pools, private cabanas and bungalows, there is something to satisfy every sunbather. Mandalay Bay is also within walking distance to the brand new City Center featuring the Aria Resort & Casino, Mandarin Oriental, Las Vegas, the Harmon Hotel, Vdara Hotel and Crystals, a 500,000 sq. ft retail featuring Bottega Veneta, Bvlgari, Cartier, Hermes, Louis Vuitton, Prada, Roberto Cavalli, Tom Ford and an entertainment district. A climate-controlled tram connects adjacent properties or can be easily accessed via a covered walk-way.

Interestingly enough, Mandalay Bay is very accessible to 1-15, a major highway that makes 'commuting' from Southern California very easy. The ride to and from Mandalay Bay is a five-minute commute from McCarran Airport.

"Everyone at Gen-Next Jewelers was honored to take part in JCK's inaugural event at Mandalay Bay in June and believe that this new direction is exactly what retailers are hoping for in 2011! As a group that looks towards the future of the industry, it was exciting to get a glimpse into next year and to hear more about the evolution of this can't-miss trade show," Michael Schechter, Digital Marketing Director of Honora and a founding member of GenNext.

"We are really excited to bring JCK to Mandalay Bay to celebrate its 20th year at Mandalay Bay," Weinrich said. "Yes, the jewelry industry comes to JCK for their buying needs, see new trends, and network with industry colleagues and friends, but having an entirely new and exciting campus to do so, makes the experience that much more rewarding. We can't wait to see everyone at the top of the strip next year to showcase our passion for jewelry.

The American Gem Trade Association (AGTA), Hong Kong Jewelry Manufacturers Association (HKJMA), Manufacturing Jewelers and Suppliers of America (MJSA), American Gem Society (AGS), LUXURY, Plumb Club, Prestige Promenade, Swiss Watch and Vicenza Oro Italian Pavilion were among the very first to sign up for 2011 and support the move. With a sold-out show floor, JCK 2011 will be like nothing else the jewelry industry has experienced.

For more information about the "Mandalay Bay Experience" in 2011, visit: www.jck2011.com.

ABOUT JCK EVENTS:

JCK Las Vegas 2011 will take place on June 3-6 with LUXURY by JCK, to take place May 31-June 2, 2011 (preceding JCK Las Vegas) and Swiss Watch by JCK, to be held June 2-6, 2011 at its new venue - Mandalay Bay. The series of JCK Events are designed to serve the worldwide jewelry industry by offering the most comprehensive and complete buying and selling opportunities on a business-to-business basis. For more information on any of the international JCK Events or to view the event's image and video galleries, please visit us at www.jckshows.com or simply call 1-800-257-3626.

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