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Jewelry Tied with Power Tools as the Number Two Father's Day Gift

Paso Robles, CA July 28, 2008 – The Jewelry Consumer Opinion Council (JCOC), a division of MVI Marketing Ltd., conducted a post-Father's Day consumer research study completed by 2,256 of their JCOC panel members in June and July. One-third of respondents purchased a Father's Day gift this year, down from 36 percent in 2007, with 22 percent of them purchasing clothing, the number one gift.

"Fine jewelry and watches tied for second place with the innocuous power tool," stated Liz Chatelain, president of MVI Marketing. "More men seem to be requesting jewelry and watches from the females in their life and purchasing items like power tools for themselves."

Stainless steel jewelry and watch purchases were up compared to both last year and what consumers had expected to purchase this year. Stainless steel was selected by 30 percent of respondents, compared to 20 percent last year and only 11 percent of expected purchases. This fact might indicate that consumers saw a larger selection of stainless steel men's jewelry and watches they liked in stores or the cost of gold jewelry was just too high. Yellow gold was the second most preferred metal for fine jewelry and watch gifts, however, sales were down to 14 percent from 30 percent in 2007 and 22 percent in planned purchases this year before the holiday.

More details on the study including price points, timing of purchases and where respondents shop are available at www.jcoc.info. Contact Destini Cavalletto for more information at (805) 239-2994 ext. 100 or destini@mvimarketing.com.

JCOC, a division of MVI Marketing Ltd., provides the press, finance, fashion, gem, jewelry and retailing industries with fast, effective, and powerful market intelligence about jewelry products and the end-consumer. The JCOC is an e-panel of over 100,000 North American consumers who represent all ages, genders, income levels, buying categories, and geographic regions. To learn more about this study and others, visit www.jcoc.info, or contact Liz Chatelain at (805) 239-2994 x104; fax (805) 239-2947; email elchat@mvimarketing.com. MVI Marketing Ltd. is THE Market Intelligence Company for the worldwide gem, jewelry and watch industries.