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More JCOC Panelists Said they Purchased Jewelry or Watches Black Friday weekend or Cyber Monday

22% this year vs 14% in 2008

Paso Robles, CA – 8 December 2009 – MVI Marketing Ltd.'s consumer research division, Jewelry Consumer Opinion Council (JCOC) announced the results of its annual Black Friday Sale study conducted last week. "The results showed some similar patterns from last year with two main exceptions. The first being that more panelists said they purchased fine jewelry and/or watches over the long Thanksgiving weekend which included Black Friday and Cyber Monday, then last year," stated Martin Hurwitz, MVI Marketing's CEO who goes on to say, "the second main change was the increase in online shopping. This year 41% of the JCOC panelists stated that they purchased online while only 7% said so last year."

Other interesting points in the study are, in response to the question: *How many jewelry and/or watch gifts are on your list?* 58 percent selected *none*, 18 percent said *I am not sure yet*, 12 percent replied only *one*, and 8 percent said *two*. To further clarify, when asked why they don't have jewelry or watches on their list, the top responses were: 40 percent *did not have a budget for fine jewelry*, 18 percent said *no one had requested jewelry or watches* and 11 percent said *With the economic turn down this year, I don't feel right spending money on fine jewelry*.

The Jewelry Consumer Opinion Council 2009 Black Friday Cyber Monday report is available for free at www.mvimarketing.com.

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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. To learn more about this study and others, visit www.mvimarketing.com 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.