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JCOC Publishes 4 Faces of Today's Internet Jewelry Consumer

Paso Robles, CA – 10 September 2009: The Jewelry Consumer Opinion Council® (JCOC) the consumer research division of MVI Marketing Ltd. (MVI) today announced the publication of its latest white paper entitled *The 4 Faces of Today's Internet Jewelry Consumer*.

"This white paper was created from the findings of JCOC and other consumer research and it defines the 4 main looks of Internet jewelry consumers today," said Marty Hurwitz MVI's CEO.

The 4 consumer faces break down as follows:

The Anti-Internet Shopper: They know their favorite jeweler has a website but they would not dream of visiting it. They do not use the Internet in their daily lives anyway.

The Research Only: Thinks they would never 'buy' jewelry or watches on the Internet, but will research products and prices, then go to the B&M location to look at the live piece they think they want and buy it (or not).

The Comfort Shopper: Knows which retailers they like and trust and will buy from them in their stores or on their website. It is all the same to them.

The Internet Only Shopper: With selection, price comparison and ease of use, they go to the Internet first to help them decide and then to buy what they want. They have little to no retailer loyalty.

Hurwitz continued: "*The 4 Faces of Today's Internet Jewelry Consumer*, also details the opportunities that jewelry retailers, brands and ecommerce sites have with each of these consumer types and how to approach each to maximize marketing spends."

Companies in the jewelry industry can receive a free copy of this white paper by contacting MVI at <http://jcoc.info/contact.php>.

MVI Marketing Ltd. is the Consumer Market Research Company for the gem, jewelry and watch industries worldwide providing market intelligence, strategic direction, and research about the industry and the consumers who purchase the product through its Jewelry Consumer Opinion Council (JCOC).