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JewelrySpotter.com Video Premieres

Paso Robles, CA – 26 August 2009: JewelrySpotter.com, the new jewelry search engine specializes in 'spotting deals' for consumers, today announced the release of their first consumer video. Created by Emmy award winning producer Mike Bruining of Morning Sun Productions and starring Jacque Vavroch and Evan Winchester of the San Francisco based comedy group Pianofight, the video premiered today on Youtube.com, JCOC.tv and other social networking websites. The JewelrySpotter.com new video can be viewed by clicking here...

<http://www.youtube.com/watch?v=jza3kRCc90c>

"We are thrilled with the work done by Mike and his team," said Marty Hurwitz CEO of JewelrySpotter.com. "They really made the JewelrySpotter concept come alive with humor and energy and the quality of the video is terrific."

Mike Bruining and Morning Sun Productions have done projects for The History Channel, Discovery Channel, The National Geographic Channel, and have also worked on feature films for Pixar and MGM.

JewelrySpotter.com is producing a series of 30-second videos that will introduce consumers to its new niche search engine just for finding jewelry deals on the web at www.JewelrySpotter.com. The JewelrySpotter video series will be broadcast via various social media on the Internet and will continue throughout the holiday 2009 shopping season.

JewelrySpotter now has listings of over 15,000 jewelry and watch styles from e-commerce websites throughout the world including Swarovski, Helzberg's, Ultra Diamonds, The Watchery, Tender Beauty Pearls, Diamond Nexus, Direct Jewelry, Saint by Sarah Jane, The Jewelry Factory, Zina Sterling Silver and many others. Any jewelry e-commerce website can post product and images on JewelrySpotter for free. The posting client is only charged when a consumer clicks thru to their e-commerce landing page. The click thru fee is set by the client and can be as low as one cent.

"We continue to get great support from the jewelry industry. We are getting new listings every day from companies big and small and a great variety of product. Consumers searching for deals will have a tremendous choice and a positive search experience," added Hurwitz.

With the premiere of JewelrySpotter's first video the consumer marketing campaign is in full swing. Hurwitz detailed some of the consumer initiatives: "We're on Twitter and You tube now and we are getting some good traction with consumers. Traffic is growing steadily and we are getting consumers to click thru to client products and buy! "

All JewelrySpotter consumer-marketing initiatives will be tested in the next two months and rolled out, if effective, as consumers begin spending in Holiday 2009.

Companies who are interested in listing product on JewelrySpotter.com can visit www.JewelrySpotter.com/advertisers or contact Marty Hurwitz at 1(805) 459-4455, Marty@JewelrySpotter.com.

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).