

World Gold Council & Jewelry.com Launch *Gold Month in May 2004*

JC Penney, Macy's, Sears, and Zales, unite to offer dramatic values on great gold jewelry.

*New York, February 17, 2004--*Bricks meet clicks this coming May as the World Gold Council and Jewelry.com, with key support from Aurafin-OroAmerica and Andin International, are partnering to bring a unique gold jewelry marketing program to consumers across America under the banner *May is Gold Month*. Jewelry.com is the online jewelry portal to a variety of today's best gold jewelry styles in all price ranges, sold exclusively at JC Penney, Macy's, Sears and Zales. These participating retailers will be featuring, in-store, their own themed gold jewelry collections that are evocative of gold's distinctive ability to speak a language of its own – to express warm and enduring emotional connections and convey a woman's individual sense of style.

“Given the current retail competition for a larger slice of discretionary income, we are pleased to help such a diverse group of jewelry retailers come together to promote gold jewelry's inherent value and evocative appeal,” said Michael Barlerin, WGC's Managing Director, Americas. He added, “*Gold Month* is very timely because it captures the ongoing fashion appeal we are seeing from the runways of NY, Paris and Milan to the red carpets in Hollywood.”

“Savvy retailers are aligning themselves with today's shoppers and offering fresh gold jewelry styles both online and in-store; wherever she shops,” said Ofer Azrilant, CEO of Jewelry.com. “By coming together under the Jewelry.com banner, these retailers are taking advantage of the rising tide for contemporary gold jewelry promotion while making it their own event with unique gold product.”

This innovative program unites four retailers who sell a substantial portion of the nation's gold jewelry -- JC Penney, Macy's, Sears and Zales. Throughout the month of May, these four leading retailers will offer excellent values on gold jewelry – today's affordable luxury. A national media blitz, united by the WGC's "Speak Gold" campaign theme, will reinforce the message that May is the time for consumers to adorn themselves or the ones they love with the expressive glow of fine gold jewelry. The media campaign will be supplemented with in-store and in-mall messaging, as well as direct mail and online marketing.

To support the promotion on Jewelry.com, print ads will be placed in leading consumer magazines like *InStyle* and *Lucky*, local newspapers and radio commercials are being developed, additional gold jewelry pages will be added to the participating store's catalogs and in-store events are planned across the country. In addition, a *Gold Month* Sweepstakes will offer 10 'instant win' prizes every day, and a Grand Prize of a \$5,000 gold jewelry wardrobe will be awarded at the end of the month. Over \$1.0 million has been dedicated to advertising and marketing support by all the partners to promote *Gold Month* this May.

"The union of these retailing competitors, behind a single campaign, has one key precedent: the stores co-exist on Jewelry.com--the largest fine jewelry website in the US," said Michael Gusky, CEO of Aurafin-OroAmerica. He added, "Jewelry.com was instrumental in bringing these key retail names together, allowing a "cooperative competition" program to be established for the inaugural *Gold Month*. This convergence of manufacturers, wholesalers and retailers under the World Gold Council's media banner benefits the whole jewelry industry and its best customers."

For more information on "Gold Month," please contact:

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