

For Immediate Release

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Canadians Can Trust Their Valuables with the Jewellery Insurance Specialists

Neenah, Wis.— Jewellery owners in Canada have a new choice when it comes to protecting their jewellery thanks to the introduction of the Personal Jewelry Insurance program from Jewelers Mutual Insurance Company.

Jewelers Mutual, which also provides insurance to the jewellery industry in Canada, is the only insurer that specializes exclusively in protecting jewellery and jewellery businesses Canada and the United States. The insurer has protected individuals' jewellery in the United States for more than 50 years.

Jewelers Mutual officially launched their Personal Jewelry Insurance program in Canada with the formal endorsement of the Canadian Jewellers Association. Jewelers Mutual offers comprehensive jewellery protection, competitive rates and an easy-to-use, online application.

“Jewellery is very much a personal item and the Jewelers Mutual Personal Jewelry Insurance program is a personal and progressive approach to insurance,” said Ken Mulhall, Canadian Jewellers Association president and CEO.

Their policy offers comprehensive, worldwide coverage for occurrences such as loss, theft, damage, mysterious disappearance and much more. It is also competitively priced when compared to home owner's insurance, which may not offer complete protection.

A major benefit of Jewelers Mutual's Personal Jewelry Insurance program is the repair and replacement policy, explains David Barthau, owner of Stouffville, Ontario-based Barthau Jewellers Inc. The policy allows consumers to return to their local and trusted jeweller of choice to repair and replace their jewellery rather than utilizing a service prescribed by another insurer. The Personal Jewelry Insurance program also assures that branded jewellery will be repaired and replaced with the same brand.

According to a recent Jewelers Mutual study of personal jewellery claims in the United States over the past five years jewellery loss is a much more common occurrence than one may think. More than 12 percent of lost jewellery is lost in a public restroom and 10 percent is lost due to mysterious disappearance.

“We’ve been in business 26 years, and we’ve heard everything,” attests Ami Freiberg, owner of Classic Creations, a Toronto, Ontario-based jewellery store.

“We have a lot of younger people come in who are just starting out and may be unaware of the insurance they have on their home or apartment, or they may not be living with their significant others. The beauty is now that they can actually insure an engagement ring or other expensive piece of jewellery, even if they don’t have home-owner’s insurance,” said Freiberg.

For more information about Jewelers Mutual's Personal Jewelry Insurance program, to obtain a quote, or to apply for coverage, please visit www.InsureYourJewellery.ca. The Personal Jewelry Insurance policy is not available in Québec and requires applicants to be at least 18 years of age.

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[Jewelers Mutual Insurance Company](http://www.jewelersmutual.com) is the only company specializing exclusively in jewellery insurance in Canada and the United States. The Canadian Jewellers Association, American Gem Society, and Jewelers of America exclusively endorse Jewelers Mutual. Its continued A+ Superior rating from A.M. Best reflects the company's strong financial position. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewellers who needed affordable insurance. Today, Jewelers Mutual insures manufacturers, repair businesses, custom designers, retailers, artisans, appraisers, wholesalers, bench jewellers, and individuals, in Canada and the United States. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewellery businesses, and 200,000 individual policyholders carry \$3 billion in personal insurance coverage. Visit the Jewelers Mutual Web site at www.jewelersmutual.com.