

News Release

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Subject: **Jewelers Mutual gets social with a blog, Facebook, Twitter and LinkedIn**

Jewelers Mutual Insurance Company, Neenah, Wis. – We are excited to introduce Jewelers Mutual Insurance Company to the wonderful world of Web 2.0 and social media! Over the past few weeks, Jewelers Mutual launched a blog, “The Jewelry Box”, a Facebook fan page, a Linked In business page and a Twitter account.

Our social media campaign is geared toward consumers and prospects of our Personal Jewelry Insurance program, as well as jewelers, the jewelry industry, and our partners. Our mission is to provide jewelry-related information, expertise, tips and insight in a light and conversational manner to develop and grow loyalty with the jewelry enthusiast.

As members of the jewelry industry, we invite you to friend, fan and follow us by clicking the links that are located on our Web site’s homepage, JewelersMutual.com.

Join us on:    

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Jewelers Mutual Insurance Company** is the only company specializing exclusively in jewelry insurance in the United States and Canada. The 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 jewelers who needed affordable insurance. Today, Jewelers Mutual insures manufacturers, repair businesses, craftsman, custom designers, retailers, artisans, appraisers, wholesalers, bench jewelers, and individuals, in the United States and Canada. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry businesses, and 200,000 individual policyholders carry \$3 billion in personal insurance coverage. Visit the Jewelers Mutual Web site at www.jewelersmutual.com. **Logos, photos, and graphics are available in the newsroom at JewelersMutual.com.

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