

News Release

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For immediate release

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Jewelers Mutual Insurance Company and Canadian Jewellers Association forge partnership

Jewelers Mutual Insurance Company and the **Canadian Jewellers Association (CJA)** announced a strategic partnership to enhance the services each provides to the Canadian jewellery industry.

Through this partnership, the Canadian Jewellers Association exclusively endorses Jewelers Mutual's insurance products. Jewelers Mutual pledges its support of the Canadian Jewellers Association educational program and funding for CJA projects and initiatives. CJA members will benefit from free access to JM-produced security training courses and materials.

"This strategic commitment will create a synergy that benefits the Canadian jewellery industry as a whole," states Darwin Copeman, CEO of Jewelers Mutual Insurance Company. "We are proud to collaborate with the Canadian Jewellers Association."

Together, the organizations will work closely to develop better products and services for Canadian jewellery businesses and will share information on respective areas of expertise such as business management, insurance issues, and retail strategy.

"The Canadian Jewellers Association is excited about partnering with Jewelers Mutual because they are leaders in insuring the jewellery industry," says Ken Mulhall, Canadian Jewellers Association president and CEO. "As is the case with the Canadian Jewellers Association, Jewelers Mutual has a solid reputation and a long-standing history in the jewellery industry. Support from Jewelers Mutual will help the Canadian Jewellers Association continue to provide timely and valuable programs for our members, and will ultimately help with membership growth."

Copeman summarized the benefits, stating, "This partnership affords Jewelers Mutual and the Canadian Jewellers Association the opportunity to work together to help assure the health and vitality of the Canadian jewellery industry."

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About Jewelers Mutual Insurance Company

*Jewelers Mutual Insurance Company is the only company specializing exclusively in jewellery insurance in Canada and the United States. The company's strong financial position is reflected in its continued A+ Superior rating from A.M. Best. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewellers who needed affordable insurance. Today, Jewelers Mutual insures manufacturers, repair businesses, bench jewellers, custom designers, retailers, artisans, appraisers, wholesalers, and individuals. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewellery businesses. Visit the Jewelers Mutual Web site at www.jewelersmutual.com. **Logos, photos, and graphics are available in the newsroom at www.jewelersmutual.com.***

About Canadian Jewellers Association:

The Canadian Jewellers Association, a national trade association established in 1918, serves as the voice of the Canadian jewellery industry, providing leadership in ethics, education and communication. The CJA promotes consumer trust and assists its members to follow best business practices. CJA liaises with all levels of the government to ensure fair and equitable treatment. The Association builds trust, awareness, understanding and desirability for Canadian jewellery products. Visit the Canadian Jewellers Association Web site at www.canadianjewellers.com.

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