

Information Release

Feb. 1, 2010

For immediate release

From: **Jewelers Mutual Insurance Company**, 24 Jewelers Park Dr., P.O. Box 468, Neenah, WI 54957-0468. Phone 800-558-6411. Fax: 920-725-9401. JewelersMutual.com.

Contact: **Wendy Daanen**, 800-558-6411 or wdaanen@jminsure.com
Sue Fritz, 800-558-6411 or sfritz@jminsure.com

Personal Jewelry Insurance now available in Canada

Jewelers Mutual Insurance Company, Neenah, Wis. – Jewellery consumers in Canada can now protect their prized possessions with the Personal Jewelry Insurance program from Jewelers Mutual Insurance Company, the only insurer that specializes exclusively in protecting jewellery and jewellery businesses in Canada and the United States (U.S.).

“At the request of Canadian jewellers and appraisers, we have expanded our Personal Jewelry Insurance to Canadian residents,” announced Darwin Copeman, Jewelers Mutual CEO. “We’re pleased to offer Canadian jewellery consumers comprehensive, worldwide coverage.”

Jewellers who wish to participate in the program can request a free Jewellers Guide that explains the program features by contacting Jewelers Mutual at 800-558-6411, ext. 2120 or marketing@jminsure.com. Jewellers do not need to be Jewelers Mutual business policyholders to participate in the Personal Jewelry Insurance program.

“We’re thrilled to provide Canadian jewellers another revenue stream from repairs and replacements,” stated Patrick Drummond, Jewelers Mutual vice president of Sales and Marketing. “Jewellers who provide their customers with information about the Personal Jewelry Insurance program demonstrate their ongoing commitment to their customers beyond the jewellery sale. They build a new touch point with their customers and can remind them that if a loss or damage should occur, they will be there to assist them.”

Jewelers Mutual began insuring individuals’ jewellery in the U.S. in 1953 and now protects more than \$3 billion of individuals’ jewellery. The policy covers loss, theft, damage, and mysterious disappearance, and much more. The Personal Jewelry Insurance policy is not available to residents in Québec and requires applicants to be at least 18 years of age.

The Personal Jewelry Insurance policy provides *repair and replacement coverage*, assuring the consumer will be returned to the same position as before the loss. In addition, the policy assures that branded jewellery will be repaired and replaced with the same brand and it directs consumers to return to their preferred jeweller for repair or replacement work, thus reinforcing the relationship between the jeweller and the customer. Jewelers Mutual does not use a replacement service or require jewellers to use specific vendors. Instead, Jewelers Mutual encourages jewellers to source materials through their regular vendor network.

The Personal Jewelry Insurance program offers important benefits for consumers and jewellers:

- Affordable, comprehensive, worldwide coverage
- Easy, online application process at InsureYourJewellery.ca
- Insurance for high-value schedules and discounts for security systems
- Consumers work directly with their preferred jeweller for repairs and replacements.
- Policy replaces with same kind and quality, not a look alike
- Jewelers Mutual pays jewellers directly for repairs and replacements, including a competitive profit margin. In 2009, Jewelers Mutual paid jewellers more than \$15 million for repairs and replacements covered by the Personal Jewelry Insurance program.
- No cost to jewellers to participate
- Consumer handouts provided at no charge to participating jewellers
- A.M. Best rating of A+ Superior, which assures jewellers and consumers of Jewelers Mutual's financial strength and stability
- Gemological Institute of America (GIA) Graduate Gemologists on staff to assist jewellers and consumers
- Exceptional customer service as evidenced by our 99% customer claims satisfaction surveys

###

*[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. **Logos, photos, and graphics are available in the newsroom at [JewelersMutual.com](http://www.jewelersmutual.com).***

You have received this release because you have a business relationship with Jewelers Mutual or the information herein may be beneficial to you. Jewelers Mutual adheres to all state and federal anti-spam laws. To unsubscribe or change your e-mail address, please contact Jewelers Mutual Insurance Company at 24 Jewelers Park Drive, PO Box 468, Neenah, Wis. 54957-0468, call 800-558-6411, or e-mail communications@jminsure.com. © 2010 Jewelers Mutual Insurance Co.

Did you find this information helpful? Please forward.