



**FOR IMMEDIATE RELEASE**

**LEADING JEWELERS OF THE WORLD TO HOLD  
ANNUAL HONOREE MEETING IN CONJUNCTION WITH INSTORE SHOW**

*New York, NY (February 26, 2009)*, Leading Jewelers of the World has announced that it will hold its Annual Honoree Meeting on April 18<sup>th</sup> in Chicago in conjunction with the debut edition of THE INSTORE SHOW, "The Smart Jewelry Show". The decision was made by the LJW Board earlier this year.

Commenting on the decision, LJW's Executive Director, Michael C. Barlerin, said, "The more INSTORE Publisher Dan Kisch and I discussed the idea, the more we felt the 'fit' was an excellent one. We see this as the first step in the development of a strategic alliance between the two organizations."

Added Kisch: "The core of our readers, successful independent retail jewelers, and the rebranding of Leading Jewelers of the World announced last year made the relationship a logical one."

Leading Jewelers of the World is an Association of independent retail jewelers who are granted exclusivity in their respective markets. Potential Honorees must be nominated, meet specific criteria, be approved by the LJW Board of Governors, and implement an initial training program, conducted by Kate Peterson's Performance Concepts before their Designation Event as a Leading Jeweler of the World Honoree.

THE INSTORE SHOW, "The Smart Jewelry Show", is an innovative trade event created by the creators of INSTORE and INDESIGN magazines. The show is designed from the ground up to help retailers buy smarter and be better prepared to sell the things they buy. To register for the show, visit [www.theinstoreshow.com](http://www.theinstoreshow.com)

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For further information contact:

Leading Jewelers of the World  
Michael C. Barlerin, Executive Director  
212-935-6000, Ext. 265 / [Michael@ljotw.com](mailto:Michael@ljotw.com)