

THE 2009 JCK JEWELERS CHOICE AWARDS CONTEST RULES

Eligibility:

Open to businesses engaged in the design and manufacture of jewelry for retail distribution. Persons submitting entries on behalf of a participant business must be 18 years of age or older, and properly authorized to enter on behalf of such business. Employees (and their immediate families and household members) of Reed Elsevier Inc. ("Sponsor"), its parents, affiliates, subsidiaries, advertising and promotion agencies, or co-sponsors Palladium Alliance International, Platinum Guild International, Tanzanite Foundation and World Gold Council are not eligible. Void where prohibited by law.

Preparation of Entries:

Complete and submit one entry form for each product entered, accompanied by up to four (4) photographs of the entered product. All photos must be submitted on CD in tiff/jpeg format 300 dpi for reproduction at 8 x 10 inches MINIMUM. If you submit more than one photograph per entry, you must identify your first choice for display on the product category page. If you fail to do so, Sponsor may select the home page image from all submitted photos in its discretion. Color printouts accompanying submissions are recommended to ensure use of correct image(s) for voting. Photos must contain only the single piece of jewelry being submitted, (with the exception of the 3 Platinum Ring Bridal Set Category where you should show all three pieces) and must not include any materials, watermarks or other identifying information as to source of the jewelry. Photographs depicting any materials other than the single piece of jewelry will subject the entry to disqualification in Sponsor's discretion. Once a submission is made, no additional or replacement photography or copy will be accepted. All entries must be commercially available and meet the specific product category qualifications listed below, or be subject to disqualification.

Product Category Qualifiers:

Basic FTC guidelines apply. All products must be commercially available, prototypes and/or CAD drawings will be disqualified. Submit photos of finished jewelry only. Semi-mounts should be shown with center stone so people can see the design,

but indicate in the description the price is for the semi-mount only and place it in the appropriate price category based on the semi-mount price. All natural (i.e. mined) diamond jewelry must be compliant with the Kimberley Process system of warranties.

Specific product category guidelines include:

- **Diamond Jewelry:** Natural diamonds only. Lab created stones will not be accepted. All treatments (i.e. lasering, HPHT) must be disclosed.
- **Journey Diamond Jewelry Design:** Only natural diamond Journey jewelry will be accepted, no colored stones of any kind. Lab created stones will not be accepted. All treatments (i.e. laser, HPHT) must be disclosed.
- **Colored Diamond Jewelry:** Natural Colored Diamonds only. Lab created stones will not be accepted. All treatments (i.e. lasering, HPHT) must be disclosed.
- **Colored Stone Jewelry:** Natural Stones Only. All treatments must be disclosed. Lab-created and synthetic stones will not be accepted for this category; they may be entered in Created/Synthetic Stone Jewelry.
- **Tanzanite Jewelry:** Natural stones only. No coated or simulant stones accepted.
- **Pearl Jewelry:** All treatments must be disclosed.
- **Created/Synthetic Stone Jewelry:** Jewelry containing lab-created or man-made diamonds or gemstones.
- **Gold Jewelry:** Minimum of 14 karat. Yellow, white, rose, and multi-tone all qualify.
- **Contemporary Legends in Gold:** Primarily gold content with stones allowed as accents only. Designs should be meaningful expressions of the truth "Only Gold Inspires Legends". Minimum of 14 karat.

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- **Platinum Jewelry:** Designs must be 100% Platinum of 850 parts or higher.
- **3 Platinum Ring Bridal Set:** Designs must be 100% Platinum. Photo must include a set of three bridal rings—engagement ring and men's and women's wedding bands. Sets must be 900 parts or higher, no palladium or 585 accepted. Rings must show center stone. Price category should be based on value of all three rings "INCLUDING" center stone.
- **Palladium Jewelry:** Designs must be 950 Palladium (PD).
- **Silver Jewelry:** Must be sterling silver (.925) or fine silver (.999).
- **Contemporary Metals Jewelry:** Category consists of tungsten, titanium, and stainless steel.
- **Mixed Metal Jewelry:** Must contain a minimum of two metals.
- **Best Bridal Design:** Category consists of anniversary bands, engagement rings, wedding bands, commitment rings and three-ring wedding sets.

Submission Procedures:

To enter, submit entries to: JCK Magazine, Attn: JCK Jewelers Choice Awards, 360 Park Avenue South, 17th Floor, New York, NY 10010. Entries must be received by Friday, September 19, 2008. All entries must include: (1) Completed and signed entry form (complete all fields); (2) Entry photographs on CD; and (3) Entry fees. Late and incomplete entries will be disqualified.

ENTRY/ PROCESSING FEES:

- **1 entry: \$495 net each**
- **2 entries: \$475 net each**
- **3 entries or more: \$450 net each**

You may submit as many entries as you'd like, and may enter a piece in multiple categories. Each entry per category shall require a separate

order form and fee (e.g., a single piece entered in both the diamonds and gold categories will require a separate form and fee for each category).

Voting:

Winners will be determined via voting by jewelry retailers on a secure JCK Jewelers Choice Awards web site. Submitted photography will be posted for viewing/voting by November 1, 2008, and voting will take place during the period from approximately November 1 through December 10, 2008. All voting will be anonymous. Any attempts to compromise the anonymity of voting will result in disqualification. The top three (3) vote getters in each category will be considered "finalists."

Finalists:

The three (3) highest vote recipients (finalists) in each category will be required to submit the actual piece for physical verification and inspection. Participants will be notified if they are finalists mid-December and will be required to submit actual pieces by shortly thereafter. Pieces must be sent via insured, registered mail, postage prepaid, return receipt requested, or insured overnight courier. Failure to submit a piece by the required date will result in disqualification. Any piece that, upon inspection, is determined not to qualify for the category in which the piece was entered will be disqualified from that category.

Awards:

From among finalists, the highest vote recipient in each category will receive the 2009 JCK Jewelers Choice Award for such category. Other finalists will receive "finalist" recognition. The top vote recipient in the competition (in a single category – if a piece is entered in multiple categories, only the most votes received in a single category will be counted) will receive the prestigious Grand Award. Award winners will receive the following:

- All JCK Jewelers Choice Award winning pieces will be featured within the March 2009 issue of JCK Magazine.
- All winners and finalists will be featured in JCK's "Best of the Best" Jewelers Choice

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supplement which mails with the April issue of JCK.

- All winners and finalists will receive a JCK Jewelers Choice Award logo and collateral materials for use in promoting the winning piece.
- The photograph of the Grand Winner will be shown on the cover of the March 2009 issue of JCK Magazine.

Notification of Winners:

Winners will be notified in January. In addition, a list of winners will be posted on our website located at www.jckonline.com for at least sixty (60) days after winning.

Additional Terms:

Entries that do not comply with any of these rules will be disqualified. By submitting your entry, you grant Sponsor the right and license to reproduce, publish, distribute and display your entry materials, and portions thereof, in any of its JCK publications in all media, and advertising the same, and you represent and warrant: **(a)** that the work depicted in your entry is your own original creation, that Sponsor's use and publication of your entry materials will not infringe upon or otherwise violate any copyright, trademark, patent, trade secret or other intellectual property right, any right of publicity, privacy or other per-

sonal right or any law, rule or regulation; **(b)** that the information provided on your Payment Form and Entry Form is accurate and complete; **(c)** that you have obtained all necessary license and releases from persons depicted in, or involved in creating (including photographers), your entry materials and listed on your Entry Form so that Sponsor will not incur any obligation or liability to them based upon its use or publication of your entry materials. Entry materials (other than actual jewelry pieces) will not be returned. Sponsor is not liable for lost, stolen, illegible, misdirected, damaged or mutilated entries. Entry fee is non-refundable and will not be returned (even if your entry is determined to be ineligible or disqualified) unless competition is cancelled or postponed by Sponsor. Sponsor reserves the right to cancel or postpone all or portions of the competition for any or no reason. If you have submitted an entry for a cancelled or postponed portion of the competition, Sponsor will refund your entry fee for that entry within thirty (30) days of any decision to cancel or postpone, and the licenses granted by you under this paragraph for the affected entries will terminate. In addition, Sponsor reserves the right to combine selected categories. Winners will be required to sign and return an affidavit of eligibility and publicity/liability release within thirty (30) days of notification or may be disqualified. Taxes and other expenses on the awards are the sole responsibility of the winners.

COMPLETE ONE ENTRY FORM FOR EACH SUBMISSION.

Visit www.jckonline.com/jewelerschoiceawards for more information.



One winner will be awarded in each category, chosen by the jewelry retail community.

Your Name: _____
 Company Name (to appear in contest online & in print): _____
 E-mail: _____
 Address: _____
 City/State: _____
 Country/Zip: _____
 Phone/Fax: _____
 Designer's Name: _____

Brief Description of Jewelry (50 words or less) (attach additional sheet to entry form if necessary): Please write legibly. The information you provide will be used in your product description online and possibly in print.

Suggested Retail Price: \$ _____

SELECT YOUR PRODUCT & PRICE CATEGORY

You may enter as many product categories as you see fit, however, a separate application form, photo and fee must be submitted for each entry. Submit photos of finished jewelry only. Semi-mounts must be shown with center stone. All products submitted must be commercially available. No prototypes or CAD drawings will be accepted. Price categories are based on suggested retail. Please read our list of product qualifications in the rules and regulations to the left before entering your piece.

Diamond Jewelry

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Journey Diamond Jewelry

- Under \$2,500
- \$2,501-\$5,000
- Over \$5,000

Colored Diamond Jewelry

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Colored Stone Jewelry

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Tanzanite Jewelry

Sponsored by Tanzanite Foundation

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Pearl Jewelry

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$7,500
- Over \$7,500

Created/Synthetic Stone Jewelry

- Under \$1,000
- Over \$1,000

Platinum Jewelry

Sponsored by Platinum Guild International

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Best 3 Platinum Ring Bridal Set

Sponsored by Platinum Guild International

- Under \$10,000
- \$10,001-\$15,000
- \$15,001-\$20,000
- Over \$20,000

Gold Jewelry

Sponsored by World Gold Council

- Under \$500
- \$501-\$1,500
- \$1,501-\$5,000
- Over \$5,000

Legends in Contemporary Gold

Sponsored by World Gold Council

- Under \$500
- \$501-\$1,500
- \$1,501-\$5,000
- Over \$5,000

Palladium Jewelry

Sponsored by Palladium Alliance International

- Under \$1,500
- \$1,501-\$4,000
- \$4,001-\$9,000
- Over \$9,000

Mixed Metal Jewelry

- Under \$500
- \$501-\$2,000
- \$2,001-\$5,000
- Over \$5,000

Contemporary Metals

- Under \$500
- \$501-\$1,000
- \$1,000-\$2,000
- Over \$2,000

Silver Jewelry

- Under \$500
- \$501-\$1,000
- \$1,001-\$2,000
- Over \$2,000

Fashion/Bridge Jewelry

- Under \$500
- \$501-\$1,000
- \$1,001-\$2,000
- Over \$2,000

Watches

- Under 1,000
- \$1,000-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Men's Jewelry

- Under \$500
- \$501-\$1,000
- \$1,001-\$2,000
- Over \$2,000

Best Necklace Design

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Best Ring Design

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Best Bracelet Design

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Best Earring Design

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

Best Bridal Design

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

ENTRY REQUIREMENTS

- Complete one entry form for each product. Make certain all fields are complete & accurate before submitting.
- All entries must be **pre-paid** – by check, or credit card (see below).
- Material Requirements:
 - 1) Photo Submission: All photos must be submitted on CD along with your entry form. We require tif/jpeg files, 300 dpi for reproduction at 8 x 10 inches MINIMUM.
 - 2) Please include a color print for color reproduction and to ensure we use the correct image.
 - 3) Photos should only contain one piece of jewelry, no lines or collections.
 - 4) You can submit up to 4 different photos of the product you're entering, showing the piece from various angles. Please indicate your number one choice for the product category, the other three photos will only be visible to retailers when they click on your photo to enlarge.
 - 5) **The photographs and copy you supply will be used in all Jewelers Choice Online & Print Products.** We suggest you have a professional photograph taken of your piece, and proof all copy before submission. We can not change copy after the contest begins.

ENTRY/ PROCESSING FEE:

- 1 entry: \$495 net each
- 2 entries: \$475 net each
- 3 entries or more: \$450 net each

of products _____ x entry fee of \$ _____ each = \$ _____ Total

PAYMENT MUST BE SUPPLIED WITH APPLICATION.

We can accept check or credit card:

- Enclosed is my check for \$ _____ made payable to JCK Jewelers Choice Awards
- Please charge my credit card in the amount of \$ _____

Name on Credit Card _____

Credit Card # _____

Expiration Date _____

Billing Address _____

Billing City _____ Billing State _____ Billing Zip _____

Signature _____

Date _____

ALL SUBMISSIONS MUST BE RECEIVED no later than Friday, September 19th. ALL FIELDS MUST BE ANSWERED TO QUALIFY.

Please submit your complete package to:

JCK Magazine, Attn: Jewelers Choice Awards 360 Park Avenue South, 17th Floor, New York, NY 10010

Applicant Signature: _____ Date: _____

Applicant Phone Number: _____ E-Mail: _____

- Yes, I'd like to receive additional information from JCK and our promoting sponsors.