

MEDIA RELEASE FOR IMMEDIATE USE

Major buying group gives Jewellery Fairs the leading edge

One of Australia's major buying groups, **Leading Edge Jewellery** has confirmed its involvement in the JAA jewellery fairs to be held in 2009 by the nation's leading exhibition group, Expertise Events. The acquisition will see Leading Edge Jewellery involved as supporters and exhibitors, providing industry support that will further maximise the buying and selling potential at the **Australian Jewellery Fair Brisbane, International Jewellery Fair Sydney** (formerly known as the JAA Australian Jewellery Fairs).

"I am pleased to announce that Leading Edge Jewellery have confirmed their involvement and support in our 2009 JAA jewellery fairs", said Gary Fitz-Roy, Managing Director of Fair organisers, Expertise Events. "It is a partnership that will ensure we are providing retailers with a maximised buying opportunity to see and purchase the latest global trends and products to improve their business efficiencies, whilst being cost and time efficient for exhibitors".

Recognising the fair's unique and valuable contribution to the jewellery trade, Leading Edge Jewellery as a subsidiary of the Leading Edge Group is pleased to be involved. "We want to support the industry and are pleased to be presented on the Fair floor," said Joshua Zarb, General Manager, Leading Edge Jewellery.

As a buying group in one of the largest retail entities in Australia, Leading Edge Jewellers are specialists in customised jewellery, providing a combination of jewellery repair, remake and remodelling services with hand-crafted jewellery design. As an integral part of the events' new marketing campaign, the acquisition will compliment the Fairs' key partners and supporters which have been drawn from various segments of the jewellery industry and include *Jeweller Magazine*, the Jewellers Association of Australia (JAA), Nationwide Jewellers, Showcase Jewellers and Zone Advanced Protection Systems.

Don't miss your unique opportunity to improve your business efficiencies by investigating the latest global trends, industry practices and products from the best designers in Australia and all over the world. For exhibitor and visitor information please visit the website or call + 61 2 9452 7575.

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Event Summary

Event: Australian Jewellery Fair
Brisbane Exhibition Centre, South Bank
March 15 – 16, 2009
Information & Registration: Call + 61 2 9452 7575 or visit www.australianjewelleryfair.com.au

Event: International Jewellery Fair Sydney (IJF)
Sydney Exhibition Centre, Darling Harbour
August 30 – September 1, 2009
Information & Registration: Call + 61 2 9452 7575 or visit www.internationaljewelleryfair.com.au

Event: New Zealand Jewellery Fair
When & Where: ASB Showgrounds, Auckland
September 27 – 28, 2009
Information & Registration: Obtain a Registration Form from www.nzjewelleryfair.co.nz

MEDIA ENQUIRIES

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ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call 02 9452 7575.

