

*Draft Press Release:  
JA Identity and Code of Ethics*

## **JACQUES JEWELERS**

### **Our Quality Speaks For Itself!**

FOR IMMEDIATE RELEASE

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#### **BUY WITH CONFIDENCE FROM JACQUES JEWELERS**

#### **A MEMBER OF THE NATIONAL TRADE ASSOCIATION FOR RETAIL JEWELERS**

FRAMINGHAM, MA — Jacques Jewelers has been accepted as a member of Jewelers of America, the national trade association for retail jewelers. As a member of Jewelers of America, Jacques Jewelers values the respect and confidence of the public and has committed itself to high professional standards.

Jewelers of America member stores have pledged to uphold a Code of Ethics, so people shopping for fine jewelry can buy with confidence at Jacques Jewelers.

Jacques Jewelers has been in business since 1920 and offers consumers high quality jewelry at outstanding values. We specialize in custom designs and sell only certified diamonds.

Jewelers of America Represents more than 10,000 retail jewelry stores nationwide and serves as a center of knowledge and as an advocate for professionalism and high ethical standards. Members of Jewelers of America have access to industry information and educational resources, a certification program for their employees, and leadership in industry and national affairs.

“The ‘J’ mark on the retailer’s door stands for professionalism,” says Matthew A. Runci, President/CEO of Jewelers of America. “Consumers can shop at a Jewelers of America store with added confidence, because the retailer has made a special commitment to integrity and professional, knowledgeable service.”

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