



MERCURY RING CORP
SINCE 1944



Mercury invites you to join our Most Valuable Jeweler (MVJ) Program

Are you interested in receiving two free hotel nights in Las Vegas, a free weekend in New York City or having bridal expert Phyllis Bergman come to your store to do a one of a kind trunk show?

This can all happen for your store if you participate in Mercury Ring's new Most Valuable Jeweler (MVJ) Program. We all know 2009 will be a challenging year for jewelry retailers. In light of that fact, Mercury Ring has created a new loyalty program that will offer our customers the opportunity to receive a variety of rewards based upon sales volume. There is no cost or paperwork. We will track your sales volume and when your company reaches the next sales level target, you will receive the next set of rewards.

Here is a summary of the sales levels and the benefits in the MJV program:

BENEFIT LEVEL	BRONZE	SILVER	PALLADIUM	GOLD	PLATINUM
ANNUAL SALES VOLUME	\$5,000 - \$9,999	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$49,999	OVER \$50,000
Complimentary setting for all round diamond centers	x	x	x	x	x
(1) Phyllis Bergman Glass Block for in store display	x	x	x	x	x
Quarterly Sales Reports with Pictures	x	x	x	x	x
Advance Notice of Sample Sales	x	x	x	x	x
Complimentary duratran for the store		x	x	x	x
Complimentary shipping on special orders (not including insurance costs)		x	x	x	x
Receive (1) 5 % discount gift card for a special order purchase.		x	x	x	x
Receive ring of the month on memo			x	x	x
Complimentary bridal trunk show in your store.			x	x	x
Receive (1) additional 5 % discount gift card for a special order purchase.			x	x	x
Complimentary web/phone consultation with Phyllis Bergman				x	x
Complimentary refurbishing on in stock items (Polishing, Rhodium, etc..)				x	x
Two night complimentary hotel room during the JCK Las Vegas Show				x	x
Receive (1) additional 5 % discount gift card for a special order purchase.				x	x
Personal appearance by Phyllis Bergman in your store					x
Complimentary weekend for two (hotel and airfare) at the 24KT Club dinner in New York City.					x