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**THE INDUSTRY'S LEADING WATCH BRANDS FEATURED
AT THE 6TH ANNUAL SWISS WATCH BY JCK**

NEW YORK, NY, April 1, 2008 -- One of the most precious gems during JCK Las Vegas is the high-end and sophisticated Swiss Watch by *JCK*. Located in the luxurious suites of the Venetian Resort Hotel Casino, thirty floors above the hustle and bustle of the main show floor, twenty of the top Swiss Watch brands will showcase their brand new collections. Baume & Mercier, Bell & Ross, Bulgari, Chopard, Corum, Ebel, Franck Muller, Gucci, Hermes, IWC, Maurice Lacroix, Mont Blanc, Omega, Piaget, Rado, Swatch, Longines, Tag Heuer, Tissot, Ulysse Nardin and Zenith are all making plans to meet with elite retailers in a private and exclusive setting.

The 6th Annual Swiss Watch by *JCK*, an appointment only event, will be held Friday, May 30 through Tuesday, June 3. The event is produced by JCK Events in conjunction with Kaiser Time and is complimented by the convenience of having LUXURY & *PREMIERE* and JCK Las Vegas all in one location.

"We are thrilled to provide the leading Swiss Watch brands a convenient location to conduct business with high-end retailers from around the world," said Steven Kaiser, president of Kaiser Time. "The Venetian Resort offers the retailers the ability to maximize their time away from their stores."

Rudy Chavez, President of Baume & Mercier commented, "Swiss Watch by *JCK* offers our company the opportunity to present to our retailers the very latest introductions in a luxurious and personal environment."

Each year executives from Ben Bridge Jeweler Inc.; London Jewelers; Lux Bond & Green Inc.; Tourneau, Inc.; and hundreds more, make Swiss Watch by *JCK* a priority, and secure appointments with the brands long before the event takes place. Aida Alvarez, Senior Vice President of Merchandising, Birks & Mayors Jewelers, said "Swiss Watch by *JCK* is a great event, because it's convenient, accommodating, and everything is under one roof. We don't have to leave the premises, it is all handled very effectively and efficiently, which is perfect for the retailers."

Elle Magazine will be hosting the exclusive Swiss Watch Brands President's Party on the opening night of the Show, and *Gourmet Magazine* will sponsor the Concierge Reservation Center. Additional sponsoring consumer publications, include *Conde Nast Portfolio*, *Elite Traveler* and *Martha Stewart Weddings*.

To find out more information about **Swiss Watch by JCK 2008**, contact Diane James of Kaiser Time at 646-473-1640 or email at djames@kaisertime.com, or visit www.jckshows.com.

ABOUT JCK EVENTS:

The series of JCK Events are produced by JCK, the leading producer of trade events in the fine jewelry industry. The JCK Events are designed to serve the worldwide jewelry industry by offering the most comprehensive and complete buying and selling opportunities on a business-to-business basis. Upcoming events include **LUXURY and PREMIERE** to be held Tuesday, May 27 – Thursday May 29, 2008 at the Venetian Resort Hotel Casino in Las Vegas; **The 17th Annual JCK Las Vegas** to be held Friday, May 30 through Tuesday, June 3, 2008 at the Sands Expo Center/Venetian Resort Hotel Casino; the **6th Annual Swiss Watch by JCK** to be held May 30 through June 3, 2008 at the Venetian Resort Hotel Casino in Las Vegas; **JCK New Delhi** to be held July 4-6, 2008 at the Pragati Maidan Exhibition Centre in New Delhi, India; **JCK Toronto** to be held August 10-12, 2008 in the Metro Toronto Convention Centre in Toronto, Ontario, Canada; **Collections by JCK** to be held September 24-25, 2008 at the Vancouver Trade & Convention Center, Vancouver, BC, Canada; and **LUXURY Bermuda** to be held March 15-18, 2009 at the Fairmont Southampton Resort in Bermuda. For more information on any of the JCK Events, please visit us at www.jckshows.com or simply call 1-800-257-3626.

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