



For Immediate Release
July 22, 2010

SILVER PROMOTION SERVICE TO INTRODUCE 'SILVERMARK MANUFACTURER' PROGRAM Inaugural participants announced

New York, NY (July 22, 2010), The Silver Promotion Service (SPS) today announced that it will introduce a new category on its 'Savor Silver' website, a 'SilverMark Manufacturer' section. The inaugural participants in the new program expansion include Metalsmiths Sterling™, Toronto, Canada.

In commenting on the further expansion of the SPS program, Michael Barlerin, SPS Director, said "Ever since we first launched the website (www.savorsilver.com) with its 'Designers of Distinction' group, we have been approached by various silver jewelry manufacturers asking how they might also participate. SPS management recently decided that a manufacturer who met the SPS criteria and agrees to our terms and conditions should have the opportunity to receive the 'SilverMark Manufacturer' designation." He went on to add, "We could not be happier about being able to launch the program with these three high quality, design driven, international jewelry organizations."

The announcement follows one made in June preceding the Vegas shows when the SPS announced that it would introduce the first new category on its website, 'Silver Products & Services'. Both new categories are planned to go live on the site during the summer.

The Silver Institute's Silver Promotion Service was established in 2008. The group's objective is to develop and implement programs to enhance the image of and stimulate demand for silver jewelry initially in the United States.

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GLOBAL JEWELRY BRAND METALSMITHS STERLING™ HITS U.S. STORES IN MAY 2010

Toronto, Ontario, Canada (May 2010)

Metalsmiths Sterling™, has finally launched its brand in the U.S. to great success. This UK inspired luxury brand of sterling silver jewelry is scheduled to hit upscale jewelry stores and boutiques nationwide in May 2010. It has been one of the leading sterling silver jewelry design houses abroad for over 10 years, and had great pre-sale success at its debut in Atlanta, GA, where it won "Best of Show." With quality that rivals that of the finest jewelry houses worldwide, Metalsmiths Sterling™ offers an enormous selection of modern, hand crafted sterling silver jewelry at prices to fit every budget.

"People have adorned themselves with jewelry since ancient times," said the company's design chief Peter Konidas. "Putting on a piece of jewelry makes you feel good. We believe that everyone should be able to enjoy a beautiful, well made piece of jewelry. It has always been our goal to provide our customers with high quality, modern pieces. We work very hard ensure that our unique and elegant designs will last you a lifetime," he adds.

Metalsmiths Sterling™ has over 30 exclusive collections with over 800 different pieces scaled for individual styles and ranging in price from \$80-\$1650. Many of the items feature an array of all natural, premium grade stones cut to the highest standards. In addition to mainstream gems such as diamonds, blue topaz and amethyst to name a few, they also utilize more unusual stones such as rutilated quartz, labradorite and prasiolite, in unique cuts that truly give the designs a one of a kind look. Some of the collections include Signature™, Panos Konidas™, Ink™ and Marquise™ collections.

Signature™ houses timeless classics, hand crafted in sterling silver and featuring all precious and semi-precious stones. The elegant designs of this core collection never go out of style and can be enjoyed for years to come.

Panos Konidas™ is inspired by the timeless beauty of European cities. It brings together a combination of old world class and modern sophistication. Its exquisite details create beautiful lines and texture reminiscent of the architecture that formed the great cities of the world.

Ink™ is an exclusive, one of a kind collection of edgy jewelry inspired by some of the world's most brilliant tattoos. These bold designs are definitely not for the meek.

Marquise™ features majestic designs in bold sizes. Inspired by the world's most legendary dynasties, this collection houses rings, necklaces and earrings encompassing gallant stone centerpieces in impressive sizes.

The company began in 1998 when two brothers, both graduate gemologists and master fabricators from the Gemological Institute of America (GIA) decided to fuse their respective passions – gems and design, to form a luxurious, unique brand where women could find hand crafted, fashion forward sterling silver jewelry. Their award winning designs have been worn by many including titans of industry and royalty.

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OUR STORY

Toronto, Ontario, Canada (May 2010)

Upon graduating from Concordia University, Elias Konidas went on to receive his Graduate Gemology degree at the famed Gemological Institute of America (GIA) in Santa Monica, CA. A specialist in gem identification, he has graded some of the world's most impressive colored stones. He is most interested in naturally occurring gemological anomalies and utilizes his extraordinary talents on the stones used in all Metalsmiths Sterling™ pieces.

His brother, Peter Konidas is an award winning jewelry designer and a graduate of the University of Alberta's commerce faculty. He also attended the prestigious Gemological Institute (GIA) in Santa Monica, CA where he received his graduate gemology degree and graduate jeweler degree in jewelry manufacturing. While at GIA, he had the distinct honor of being a fabricator on the League of Honor medallion for the famed Nicholas Oppenheimer of DeBeers. Having created pieces for everyone from Hollywood celebrities to Europe's Royal families, he has been featured in numerous magazines including Modern Jeweler, Lapidary Journal, National Jeweler (USA), Gems and Gemology Magazine, Jewelers Circular Keystone (JCK) Magazine and the Loupe, Los Angeles. He was JCK's winner of their Rising Star Award and received the Jewelers of America Best New Designer Award. His work has also been featured in several upscale galleries across the United States including Austin, Las Vegas, Los Angeles and New York. He has guest lectured at numerous Fine Arts Colleges and has written "How To" articles for various jewelry magazines.

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METALSMITHS STERLING™ GENERAL INFORMATION

Toronto, Ontario, Canada (May 2010)

Metalsmiths Sterling™ is a UK inspired luxury brand of sterling silver jewelry. It has been one of the leading sterling silver jewelry design houses abroad for over 10 years, and is now available in select boutiques and jewelry stores across the U.S. With quality that rivals that of the finest jewelry houses worldwide, Metalsmiths Sterling™ offers an enormous selection of modern, hand crafted sterling silver jewelry at prices to fit every budget.

Metalsmiths Sterling™ has over 30 exclusive collections with over 800 different pieces scaled for individual styles and ranging in price from \$80-\$1650. Many of the items feature an array of all natural, premium grade stones cut to the highest standards. In addition to mainstream gems such as diamonds, blue topaz and amethyst to name a few, they also utilize more unusual stones such as rutilated quartz, labradorite and prasiolite, in unique cuts that truly give the designs a one of a kind look. Some of the collections include Signature™, Panos Konidas™, Ink™, and Marquise™ collections.

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