

Luxury Jeweler Metalsmiths Sterling™ Selects the AIRMALL at Pittsburgh International Airport for First U.S. Airport Location

— STORE NOW OPEN IN AIRPORT'S NEWLY RENOVATED CENTER CORE —

PITTSBURGH, March 06, 2014 – Metalsmiths Sterling™, a UK-inspired luxury brand of sterling silver jewelry, is pleased to announce the opening of its first U.S. airport location at the AIRMALL® at Pittsburgh International Airport (PIT). The new 634 sq ft store is located in the airport's Center Core in the A to B connector and offers travelers a selection of upscale hand-crafted sterling silver jewelry.

“Metalsmiths Sterling has been designing fashion-forward sterling silver jewelry for more than 15 years and we know that travelers will appreciate their selection of elegant and unique jewelry collections,” said **Jay Krusselbrink, Vice President of Development for AIRMALL USA.**

“We are pleased that Metalsmiths Sterling™ has selected the AIRMALL at PIT for their first U.S. airport location and feel that it is a great complement to the other premium brands that will be opening soon at the airport.”

Metalsmiths Sterling's first airport location opened in Canada at the Edmonton International Airport in 2012 and grew to 6 locations in Canada at Edmonton (2 locations), Winnipeg, Halifax airports and Toronto's Pearson (2 locations).

“This is our first airport store in the USA and we think it is fitting that we open in an airport with one of the highest revenue per emplaned passenger in the U. S. We recognize the high level of passenger service that is expected and expect to exceed all expectations with our customized design for the Pittsburgh airport. We thank the great teams of Pittsburgh International Airport and Airmall USA for their confidence in Metalsmiths Sterling.” - **Lee Konidas, CEO**

Metalsmiths Sterling™ uses the finest materials and master craftsmanship in a beautiful hand-crafted selection of rings, earrings, necklaces and bracelets. The jeweler offers more than 30 exclusive collections with more than 800 different pieces designed to create a one-of-a kind-style and offer accessible luxury. Many of the pieces feature all-natural, premium grade gem stones, including diamonds, blue topaz, amethyst and unusual stones such as rutilated quartz, labradorite and prasiolite. View our collections at metalsmiths.com and like us on Facebook at facebook.com/Metalsmiths925.

The company began in 1998 when two brothers, both graduate gemologists and master fabricators from the Gemological Institute of America (GIA) decided to combine their respective passions – gems and design to create initially shops within a shop. Their award-winning designs have been worn by celebrities, titans of industry and royalty. Metalsmiths Sterling™ is in over 475 locations at upscale jewelry stores throughout the U. S. and in 37 locations throughout Canada.

Metalsmiths Sterling™ joins several premium brands that are a part of a \$10-million renovation at the AIRMALL at PIT — the most significant overhaul of the concessions program since the airport opened in 1992. The Center Core is being transformed into a hub for high fashion and accessories for travelers. At the completion of the project, AIRMALL is planning a grand opening celebration this summer.

Metalsmiths Sterling invites other interested airports to contact **Dr. Patricia Ryan at patryanx@aol.com or 321-751-2744** – we will work with the airport or developer to determine if there is a strategic fit.