

Media Advisory

August 3, 2011

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Interview opportunity

Smithsonian Museum curator to pick up rough diamonds

Who: Jeffrey Post, curator for the Smithsonian Natural Gem and Mineral Collection
Ron Harder, curator of the R. Harder Gallery and former president and CEO of Jewelers Mutual Insurance Company

When: Thursday, August 4, 2011 at 12 p.m.

Where: Jewelers Mutual Insurance Company - 24 Jewelers Park Dr, Neenah, Wis. 54957-0468

For immediate release

Jewelers Mutual Insurance Company donates over 500 carats of rough diamonds to Smithsonian Museum

Jewelers Mutual Insurance Company, Neenah, Wis. – On Thursday, August 4, 2011 Jewelers Mutual will donate over 500 carats of rough diamonds to the Smithsonian Museum in Washington DC. Jewelers Mutual originally acquired this unique diamond collection to display in the company's on-site *R. Harder Gallery of Gems and Minerals*.

The larger diamonds are anticipated to be added to the Smithsonian's public diamond exhibit and be featured on the museum's mineral website. This collection will also provide ongoing education to the jewelry industry, researchers and the buying public. Although these rough diamonds hold no retail market value, their worth to science is priceless.

As with all specimens in the Smithsonian's collection, the rough diamonds will be made available for scientific study. Jeffrey Post, the curator for the Smithsonian's Natural Gem and Mineral Collection, will personally pick up the rough diamond collection and has expressed enthusiasm about this opportunity, as he has been involved for several years with a group conducting research on rough diamonds.

"Jeffrey has explained that this collection is particularly unusual and valuable to science because each diamond is labeled with the actual location where it was mined," says Ron Harder, curator of the R. Harder Gallery and former president and CEO of Jewelers Mutual. "In most cases, diamonds lose any documentary links to their source by the time they reach the market." This donation will greatly aid researchers as they study each specimen with distinct locality information.

Jewelers Mutual is excited to showcase this event, bringing a sense a pride to our community. We remind our neighbors that Jewelers Mutual is a committed to serving our local community while making a significant impact on the jewelry industry nationwide and even worldwide.

Local media are invited to attend the presentation of the diamonds at Jewelers Mutual's headquarters in Neenah at noon on Thursday, August 4.

About Jewelers Mutual Insurance Company

Jewelers Mutual Insurance Company is the only company specializing exclusively in jewelry insurance in the United States and Canada. The company's strong financial position is reflected in its 24 consecutive A+ Superior ratings from A.M. Best. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewelers seeking to meet their unique insurance needs. Today, Jewelers Mutual insures manufacturers, repair businesses, bench jewelers, custom designers, retailers, artisans, appraisers, wholesalers, and individuals. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry businesses, and more than 225,000 individual policyholders carry in excess of \$3 billion in personal jewelry insurance coverage. Visit the Jewelers Mutual website at www.JewelersMutual.com to learn more.

Logos, photos, and graphics are available in the newsroom at JewelersMutual.com.

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