

News Release

Jan. 22, 2010

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Subject: **Jewelers Mutual executive elected to JSA board**

Jewelers Mutual Insurance Company, Neenah, Wis. – David Sexton, CPCU, vice president of Loss Prevention at Jewelers Mutual Insurance Company, was appointed to the board of directors of the Jewelers' Security Alliance (JSA) on Jan. 9.

JSA is a non-profit crime prevention association serving the jewelry industry. Headquartered in New York, JSA notifies their 21,000 members and jewelers about crime through their E-mail Crime Alerts, print publication, Web site, seminars and consulting activities.

"It is an honor to serve on the board for an organization that shares our same values, integrity and care for the jewelry industry," Sexton remarks. "JSA is a leader in our industry, serving both our consumers and jewelers. My involvement with this noteworthy organization reaffirms Jewelers Mutual's commitment to loss prevention for our customers and the jewelry industry."

A graduate of the University of Wisconsin – Madison, Sexton has served on Underwriters' Laboratories (UL) Security Systems Council (formerly known as the Burglary Protection Council) since 1994, and serves as a Corporate Member of UL in the insurance category.

Sexton has worked on the Central Station Alarm Association's Insurance Liaison Committee, which assisted in the development of the UL burglar alarm modular certificate program and revised UL standard. He also serves on the board of directors for Jewelers Vigilance Canada, a nonprofit association dedicated to advancing ethical practices and crime prevention education in the Canadian jewelry industry.

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[Jewelers Mutual Insurance Company](http://www.jewelersmutual.com) is the only company specializing exclusively in jewelry insurance in the United States and Canada. The American Gem Society and Jewelers of America exclusively endorse Jewelers Mutual. Its continued A+ Superior rating from A.M. Best reflects the company's strong financial position. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewelers who needed affordable insurance. Today, Jewelers Mutual insures manufacturers, repair businesses, craftsmen, custom designers, retailers, artisans, appraisers, wholesalers, bench jewelers, and individuals, in the United States and Canada. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry businesses, and 200,000 individual policyholders carry \$3 billion in personal insurance coverage. Visit the Jewelers Mutual Web site at www.jewelersmutual.com. Logos, photos, and graphics are available in the newsroom at [JewelersMutual.com](http://www.jewelersmutual.com).

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