



## **THE SHARPER IMAGE® AND JACMEL JEWELRY ENTER LICENSING AGREEMENT TO CREATE A UNIQUE MEN'S JEWELRY LINE**

**NEW YORK, July 24, 2009** – The Sharper Image today announced that it has entered into a licensing agreement with Jacmel Jewelry Inc., one of the country's largest manufacturers and distributors of fine jewelry. The New York-based company will have rights to design, manufacture and distribute innovative men's jewelry under The Sharper Image brand name.

The Sharper Image men's jewelry in stainless steel, and other materials, will consist of cuff links, rings, necklaces, bracelets and other men's jewelry accessories with a technological twist. Three collections will be offered through national Department Stores, TV Home Shopping, Clubs, eCommerce and Catalogs by the fourth quarter of 2009.

"The Sharper Image has a long heritage of diverse product offerings including many years of carrying an assortment of men's jewelry," said Federico de Bellegarde, VP of Licensing at The Sharper Image. "This new agreement with Jacmel speaks to the brand's legacy as well as the brand's versatility."

"We are excited about the opportunity to design a new Sharper Image men's jewelry line which will reflect the brand's long standing reputation for outstanding aesthetics and quality," said Nathan Dweck, Vice President at Jacmel.

### **ABOUT THE SHARPER IMAGE**

The Sharper Image offers a broad range of exciting, innovative and technology rich products of superior quality and design. The Sharper Image is owned by a joint venture between Bluestar Alliance, Hilco Consumer Capital and Gordon Brothers Group. For more information, please visit [www.sharperimage.com](http://www.sharperimage.com)

### **ABOUT JACMEL JEWELRY INC.**

Founded in 1977, Jacmel Jewelry Inc. is one of the largest fine jewelry manufacturers and distributors in the U.S. providing jewelry products with innovative designs for men and women. For more information please visit [www.jacmel.com](http://www.jacmel.com)

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