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## NEW MANAGEMENT TEAM AT SCHWARZSCHILD JEWELERS IN PLACE FOR 2007 HOLIDAY SEASON

Richmond, VA: There's an air of excitement at the Schwarzschild Jewelers stores as they prepare for the 2007 holiday season. By promoting from within, reaching out to dedicated employees no longer on store rosters and recruiting talented managers from like businesses, the venerable Richmond firm has established a new management team focused on providing an unrivaled customer experience. J. Eric Tyree, Benjamin Stahl and Dennis Popp are the store managers, assisted by Amy Featherston, Mike Gordon, Jamie LaRou, Anne Miller, Todd Minnich and Pam Proffit-Wright.

"Schwarzschild has such an incredible history and tradition within the Richmond community," said Ed Croft, president of Schwarzschild Jewelers, "that continuity of customer service, industry experience and an understanding of the company's unique heritage were key factors in our thinking as we put together this management team. Our goal was to invigorate the sales staff, and strengthen our focus on the customer experience by blending a number of talented Schwarzschild associates and returning Schwarzschild veterans with experienced newcomers."

J. Eric Tyree, the manager of the Short Pump Town Center store, was a Jewelry Sales Manager for an independent jeweler in Atlanta, Georgia prior to joining Schwarzschild. In his 16+-year career has served as a store manager and been responsible for training and motivating the retail staff, jewelers and watchmakers, recruiting new associates and solving customer opportunities. A graduate of the Diamonds Section of GIA, Tyree is a native of Alabama and 1990 graduate of Auburn University.

Benjamin Stahl, the manager of Schwarzschild Jewelers at Alverser Plaza, has been in the fine jewelry industry for 10 years. After attending college at The Ohio State University, he served as the regional administrative supervisor for all Ohio locations of family-owned independent jeweler. Prior to joining Schwarzschild he was the general manager of the firm's Dublin, OH store where he was responsible for training, marketing and buying loose diamonds and engagement rings. A native of Columbus, Ohio, Stahl is a Graduate Gemologist GIA, and Gemologist DCA and an ASA trained Estate Appraiser.

Denis Popp returns to Schwarzschild Jewelers as the manager of the Cary Street store after a brief flirtation with real estate. Popp's joined Schwarzschild 24-years

ago as an associate at the Cary Street store where he later served as the store manager for 5-years. A consummate consumer advocate, Popp also served as the manager of Schwarzschild's historic Broad Street store for the 10-years before it closed, moving to Alverser Plaza when it opened.

Amy Bolton Featherston was promoted to assistant manager of Schwarzschild at Short Pump Town Center, where she was a senior sales associate. A native of Richmond, Featherston started working with Schwarzschild in 2000 as a sales associate at the Cary Street store, moving to Short Pump when it was opened in 2005.

Mike Gordon has joined Schwarzschild Jewelers as assistant manager at the Short Pump Town Center store. A native of Richmond and graduate of JR Tucker High School, Gordon began his career in the jewelry industry in 1997 working with an independent jeweler, rising through management to become a store manager. Immediately prior to joining Schwarzschild, Gordon was on hiatus from retail, working as an insurance representative.

Todd Minnich was promoted to assistant manager of Schwarzschild Jewelers at Alverser Plaza. In the retail jewelry industry since 1980, Minnich joined Schwarzschild Jewelers as a sales associate in 2004. A graduate of Towson State University in Towson, Maryland, he is a Graduate Gemologist GIA and a member of the National Association of Jewelry Appraising.

Pam Proffit-Wright was promoted to assistant manager of Schwarzschild Jewelers at Alverser Plaza where she has worked as a sales associate for the past 2 years. Proffit-Wright is a 1998 graduate of Powhatan High School who began working in the field upon graduation. A Graduate Gemologist GIA, she joined Schwarzschild in 2004.

Jamie LaRou was promoted to assistant manager at the Cary Street store. A Schwarzschild veteran of 19 years, she started with the company as an associate in the China, Silver and Giftware departments. LaRou trained at Cary Street and worked in the Schwarzschild store at Regency Square for 5 years before moving to the Broad Street store as an assistant buyer. She returned to the sales floor last year, working at the Alverser Plaza store.

Ann Miller was promoted to assistant manager and manager of the Corporate Sales Department working from the Cary Street store. She joined Schwarzschild Jewelers in 1975 as the manager of the China, Silver and Gifts departments at the historic Broad Street store. Since then, Miller has served the company as a department manager, an assistant buyer for gold and pearl jewelry, and most recently warehouse and receiving manager.

Established in 1897, Schwarzschild Jewelers has served generations of families in Central Virginia as their trusted resource for exquisite diamonds and jewelry,

Swiss watches and fine gifts. Today, Schwarzschild represents couture jewelers such as Hearts on Fire, John Hardy, David Yurman, Wellendorff, Slane & Slane and Chimento; as well as important Swiss watch manufactories like Baume & Mercier, IWC, Omega and Jaeger-LeCoultre. Schwarzschild Jewelers stores are located at Short Pump Town Center, Alverser Plaza in Midlothian, and at Cary Court in Richmond.

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