



Spot Runner



STULLER



Spot Runner

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FOR IMMEDIATE RELEASE

SPOT RUNNER EXPANDS OFFERINGS TO NATIONAL NETWORK OF DIAMOND JEWELRY RETAILERS THROUGH NEW STRATEGIC ALLIANCE WITH STULLER

New Partnership Complements Existing Alliance with the Diamond Promotion Service and Extends Reach into Jewelry Industry's \$1 Billion Ad Market

LOS ANGELES (AUGUST 7, 2007) – Spot Runner, Inc., the first Internet-based ad agency, announced today that it is positioned to help virtually every independent diamond jewelry retailer in the U.S. run highly targeted, customized TV ad campaigns to attract customers in their local markets. Spot Runner and Stuller Inc., one of the world's leading manufacturers and distributors of jewelry and jewelry-related products, have formed a partnership to deliver advertising services to Stuller's network of nearly 40,000 jewelry retailers.

This alliance, along with collaborations with the Diamond Promotion Service (DPS) and other jewelry companies, effectively establishes Spot Runner as the jewelry industry's preferred advertising agency for localized TV campaigns.

[Editors' note: see <http://www.spotrunner.com/CMS/ClientWebsite/Files/PR/20061211.pdf> for information about the DPS partnership.]

"Spot Runner has proven that it knows a great deal about diamond jewelry and how to promote it on TV," said Dr. Chuck Lein, Stuller's president and COO. "After looking at what they've done with DPS, it made perfect sense for us to work together to help our retailers. This alliance gives our retailers the ability to navigate their local TV markets and run highly focused ad campaigns that get results, at never before seen prices. As we head into the holiday season, retailers can't afford not to advertise, tell customers that they're there and differentiate themselves from the competition. The Spot Runner program offers an unparalleled way to do that."

Through Spot Runner, Stuller retailers can promote their stores on popular broadcast and cable networks, such as CBS, HGTV and Bravo for as little as \$1,500. Spot Runner has created a special introductory 30-second ad for this program that focuses on the romance and value of diamond jewelry and leverages the awareness created by the well known Journey Diamond Jewelry campaign. Stuller retailers access Spot Runner's commercial production, media planning and media buying services through a co-branded portal at www.spotrunner.com or www.stuller.com.

"We think it's fantastic for retail jewelers to have a television presence, because it's the way so much of America gets its information. It means you're really playing in the big leagues and gives you credibility," said Claudia Rose, senior partner, industry strategy director of DPS. "Jewelry stores that advertise with Spot Runner can participate in the kinds of messages that we're advertising on a national basis and really attract their own share of the pie for a product like Journey Diamond Jewelry."

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After accessing the portal, retailers can customize the ads by uploading up to five images into the ad, such as pieces of Stuller Journey products or their local storefront. In addition, Spot Runner has adapted its media planning platform for the diamond jewelry industry based on significant consumer research and client experience, in order to ensure jewelry retailers' ads run on optimal networks when their target audience is watching. Spot Runner will also administer TV advertising co-op programs for Stuller as part of the agreement.

"These new alliances put Spot Runner in a position to support the entire nation of diamond jewelry retailers in reaching their target audiences and attracting new customers. This is an industry that is already spending over \$1 billion on advertising," said Nick Grouf, CEO of Spot Runner. "It's hard to capture the essence of diamond jewelry while retaining a strong local message – and that's exactly what our ads have done. Our alliances are revolutionizing the way entire industries look at advertising and are a key part of Spot Runner's growth strategy."

About Spot Runner

Headquartered in Los Angeles, Spot Runner, Inc. is a privately held, Internet-based advertising agency that makes it fast, easy and affordable for local businesses to advertise on TV. Its revolutionary approach to commercial production, media planning and media buying gives local businesses access to a powerful marketing tool that was previously out of their reach. The entire process is automated online, making it cost-effective for even the smallest of businesses to use. The company's co-founders, Nick Grouf and David Waxman, previously co-founded PeoplePC and Firefly Network, which were acquired by EarthLink and Microsoft, respectively. Visit Spot Runner online at www.spotrunner.com.

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About Stuller

Stuller is one of the world's largest suppliers to the retail jewelry sector. From nearly 600,000 square feet of manufacturing and administrative facilities at its global headquarters in Lafayette, Louisiana, Stuller serves jewelry professionals throughout North America and the world. Affiliated companies operate in Chattanooga, Mérida, Houston, Miami, Seattle, Vancouver, Guadalajara, Toronto, Israel, Hong Kong, and Thailand. A Diamond Trading Company Sightholder™, the company manufactures and distributes finished jewelry, diamonds and colored gemstones, jewelry components, jewelers' tools and supplies, and precious metals. Through its innovative manufacturing and distribution techniques, Stuller has become known as the premier "just in time" supplier to the jewelry industry.

