



# Spot Runner DIAMOND PROMOTION SERVICE

FOR IMMEDIATE RELEASE

## DIAMOND PROMOTION SERVICE ESTABLISHES A \$750,000 CO-OP ADVERTISING FUND FOR A SPOT RUNNER PROGRAM TO HELP RETAILERS SELL MORE JOURNEY DIAMOND JEWELRY THIS HOLIDAY

### Availability: First Come, First Served

LOS ANGELES AND NEW YORK (OCTOBER 10, 2007) – For the first time, Diamond Promotion Service (DPS) has established a \$750,000 co-op fund that will serve to help retailers advertise on TV in their local markets by using Spot Runner, the first Internet-based advertising agency. The fund is designed to cover 40 percent of the retailers’ Journey Diamond Jewelry advertising media to jumpstart their holiday marketing programs by launching four-week advertising campaigns in November – the time when most gift-givers are making their purchasing decisions. By leveraging this co-op funding, retailers can align their stores’ brand with the prestigious national “A Diamond Is Forever” campaign and share in the excitement of Journey Diamond Jewelry, a new category that generated almost a billion dollars in sales in the first six months of its launch.

Spot Runner will facilitate the advertising process for all participants using technology solutions that make it easier and more affordable for retail jewelers to advertise on TV. Any independent retailer selling Journey Diamond Jewelry is eligible for the program.

#### Program Details:

- Retailers can use one of the two available DPS Journey 30-second television commercials created by Spot Runner
- For additional consideration, Spot Runner has developed 30- and 60-second radio commercials for Journey Diamond Jewelry that retailers can use in conjunction with a television campaign
- All ads will be customized to include the retailer’s location, phone number, store logo and graphics (for TV) and website address if applicable. Customization also includes a voiceover produced specifically for each retailer
- Participating retailers will pay 60 percent of their scheduled media plan. DPS will provide the other 40 percent, up to \$20,000 per retailer
- The eligible air dates for Journey Diamond Jewelry campaigns will be October 29, 2007 to November 25, 2007. Orders need to be placed by October 22 to ensure desired start date. If scheduling issues occur for this four-week plan, there may be some flexibility to adjust dates. Such plans will be handled on a case-by-case basis

For more information on how to get started and guarantee your commitment, visit <http://www.dps.org/trade/joinprogs/tvcoop/index.jsp> or call Spot Runner at 888-943-SPOT (7768).



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## About Spot Runner

Headquartered in Los Angeles, Spot Runner is a privately held, Internet-based ad 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 founded PeoplePC and Firefly Network, which were acquired by EarthLink and Microsoft, respectively. Visit Spot Runner online at [www.spotrunner.com](http://www.spotrunner.com).



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