

BEN MOSS

 DISTINCTIVELY CANADIAN

Diamond experts since 1910

CHARM

DIAMOND CENTRES

Charm Diamond Centres Acquires Ben Moss Jewellers Re-opening stores in 16 top locations; Guarantees to be honoured

HALIFAX Jan. 12, 2017 – Canada’s largest independently owned and operated jewelry company, **Charm Diamond Centres**, is happy to announce it has acquired the rights to operate the **Ben Moss Jewellers** banner. It will re-open the top 16 Ben Moss stores in **14 markets** – Ontario, Manitoba, Saskatchewan, Alberta and B.C. The company will retain more than **100** current Ben Moss Jewellers employees to create a total of **175 jobs**.

“Charm Diamond Centres is delighted to give the Ben Moss Jewellers brand a fresh start,” says Charm Diamond Centres president **Troy Calder**. “We have great respect for the Ben Moss Jewellers legacy and its long history. Like Charm, the company has a similar story – it is a family-owned Canadian fine jewelry brand that customers have trusted for their most treasured memories.”

Charm is also announcing that effective immediately, it will offer **new lifetime diamond guarantees for free** to existing Ben Moss Jewellers’ customers at its Ben Moss stores. The same Ben Moss customers will also be entitled to **extended service plans** at a 25 per cent discount to the listed plan costs.

“As part of Charm Diamond Centres’ mission to ‘Win the Customer for Life,’ we plan to work hard to earn the trust of Ben Moss Jewellers customers, and to build relationships with new ones,” says Calder.

Some of the stores will re-open as early as today. A Ben Moss grand re-opening event and promotion will take place in time for Valentine’s Day and will be announced.

Ben Moss Jewellers is one of Canada’s first independent and family-owned fine jewelry store companies. It ultimately suffered from external forces that left it financially vulnerable in recent years and the chain was acquired by a wholesaler in 2013. The company filed for creditor protection in May 2016, and it has since closed all stores. Consumer outcry erupted when the company said it could no longer fulfil jewelry guarantees.

Founded in 1972 by Richard Calder, **Charm Diamond Centres** (with Crescent Gold and Diamonds) is Canada’s largest independently owned and operated jewelry company. In early 2017, Charm Diamond Centres acquired the rights to operate and re-open 16 Ben Moss Jewellers stores in 14 Canadian cities. Under these three retail banners, the company operates more than 88 stores and employs more than 800 people from Newfoundland to B.C. Charm’s mission is to ‘Win the Customer for Life’ by providing quality, value, and trusted service to all its customers. Charm Diamond Centres is a Canada Top 50 Best Managed Company. www.charmdiamondcentres.com

Ben Moss Jewellers was established in 1910 in Winnipeg and existed as a family-owned company. The company was acquired in 2013 by a wholesaler, and in May 2016 it filed for creditor protection and announced the closure of some of its stores. In July 2016, it announced it would be closing all stores and worked with a liquidator to sell merchandise and fixtures. In January 2017, **Charm Diamond Centres** acquired the rights to the trademark Ben Moss and is re-opening 16 Ben Moss Jewellers stores in Ontario, Manitoba, Saskatchewan, Alberta and B.C. www.benmoss.com