

BIJOUX TERNER ANNOUNCES FRANCHISE OPPORTUNITY

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MIAMI – May 26, 2009 – Bijoux Ternier, a Miami-based international accessories retailer that pioneered the one-price platform for high-quality fashion accessories, has launched a new franchise opportunity that gives entrepreneurs access to the company's quality products and distribution network, and a store-in-store accessory concept for major retail partners. Company executives also announced several new store openings that support Bijoux Ternier's continued growth and enhanced consumer appeal further strengthening this franchise opportunity.

"In today's economic climate, Bijoux Ternier's one-price strategy to offer an endless variety of affordable fashion accessories remains incredibly attractive to consumers, and supports our future growth in new and exciting ways," said Gabriel Bottazzi, CEO of Bijoux Ternier. "With more than 550 Bijoux Ternier accessory boutiques already operating in hotel, casino, cruise and airport venues around the world, we see tremendous opportunity to further grow our brand with more mainstream retail locations, which prompted us to make franchise opportunities and retail partnerships available for the first time in our 35-year history."

In developing Bijoux Ternier's franchise opportunity program, Bottazzi engaged leading franchise consultants to establish a platform that ensured strong investment returns for franchisees, efficient operational procedures and critical fee structures while catering to consumer needs. Plans call for company leadership to attend a series of franchise shows to present their unique business concept to interested entrepreneurs, and meet with major national retailers to explore franchise opportunity discussions for store-in-store accessory partnerships.

“Our goal is to demonstrate the high profit potential that Bijoux Ternier’s franchise opportunity offers both big box retailers and entrepreneurs,” said Bottazzi. “Bijoux Ternier provides a dynamic franchise opportunity for potential retail partners to profit in this recessionary environment, and we have one of the lowest royalty fees in the industry. The value we offer franchisees is matched only by the value that our stores offer consumers.”

Bijoux Ternier’s core business concept, “Luxury at \$10,” has thrived in the current market. As a result, the company is growing at a fast pace and has recently unveiled new stores in key locations such the Hard Rock Casino in Hollywood (Florida) as well as Atlanta, Singapore, Bogota & Cartagena in Colombia and Bucharest (Romania).

“Our new stores have opened with remarkable results in productivity, and their success shows that our strategy of moving beyond our traditional travel retail locations makes good business sense” said Panos Argyros, Vice President of Global Sales at Bijoux Ternier. “Our success is closely tied to our ability to find and negotiate the best locations, where we can attract new customers and where our brand is highly recognized and accepted.”

In the coming year, Bijoux Ternier plans to continue developing and launching new product lines. “We are enhancing our portfolio by means of new products, fixtures, and displays to increase overall sales and delight consumers,” said Bottazzi. “Ultimately, we are focused on offering an irresistible array of fashion, luxury and color, all of which are very important in continuously driving consumers into our stores.”

Established in 1974, Miami-based Bijoux Ternier designs, sources and sells women’s and men’s high-quality fashion accessories in more than 550 luxurious boutiques in over 60 countries. Inspired by high-end fashion trends from around the world, the company’s elegant and sophisticated collections consist of 30,000 different products in 50 different categories of ever-changing accessories and gifts. In 1997, Bijoux Ternier launched its current business model to offer all items in the store at one price. From jewelry to pashminas and more, the chic and trendy accessories are all available at \$10 in the US and €12 in Europe. In 2009, the Company announced its franchise concept with store options designed to adapt to space availability and state-of-the-art inventory management. For additional information about Bijoux Ternier and franchise opportunities, please visit www.BijouxTerner.com.

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