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Jewelry Innovations Receives New Patent for Serinium®

Sandy, Utah – March 23, 2016: Jewelry Innovations LLC, distributor of fine jewelry and developer of high-tech jewelry alloys, today announced the issuance of a new patent for Serinium®, The Precious Contemporary Metal™, by the U.S. Patent and Trademark Office. The issuance of this patent to Jewelry Innovations' sister company, Mythrial Metals LLC, gives legal recognition to Serinium's® unique qualities and composition.

Serinium® is the finest and safest of the contemporary jewelry metals, combining the best qualities of other contemporary metals with none of the drawbacks. Ultra-hard and bright silver-white in color, Serinium® is hypoallergenic, will never oxidize or tarnish, and unlike other contemporary jewelry metals, Serinium® jewelry can be safely and easily removed in an emergency with commonly available tools. Serinium® is also the only contemporary jewelry metal with strong appeal to both women and men, particularly Millennials.

This patent will lead to the first contemporary metal bridal ring sets which will be shipped this holiday.

Continued: Jewelry Innovations, Patent Serinium

Page 2 of 2

“The beauty and technology of Serinium® is unique in the jewelry industry,” said Harry Rosenthal, CEO of Jewelry Innovations, adding “and it comes without the high social and environmental costs associated with gold mining. This patent, together with our additional pending patent applications, will strengthen our portfolio of intellectual property as we continue to offer our customers the finest, safest and most innovative products.”

Serinium® men’s rings have proven extremely successful, and are currently sold in thousands of retail stores throughout North America. A full collection of Serinium® women’s bridal and fashion jewelry, including the first contemporary metal bridal sets, is in production and will be shipping beginning in the third quarter of 2016.

Patent U.S. 9,289,037

About Jewelry Innovations

For over 25 years, Jewelry Innovations has been manufacturing and distributing fine jewelry to retail store customers in the United States and Canada. With special expertise in high technology contemporary metals and youthful, innovative designs, JI is the front wave of emerging trends in the jewelry industry, and is the sole licensee and distributor of Serinium® jewelry.

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