

FOR IMMEDIATE RELEASE

O.C. Tanner Named “Coolest Store” in America

SALT LAKE CITY, August 2, 2010 – O.C. Tanner’s downtown jewelry store has won the distinction of being the “coolest” jewelry store in North America by Instore magazine, a New York City-based retail industry publication.



“The exterior is very stately and magnificent, the restoration a true testament to this historic building,” said Candy Udell, one of Instore’s industry-based judges. “Additionally, the O.C. Tanner story of strong family and community ties is integral to their concept for this building and a key to their success.”

A total of 110 stores entered to win the recognition of being America’s coolest store, being judged in areas such as appearance, store biography and marketing efforts. In addition to its beautiful exterior, O.C. Tanner exceeded competition in overall individuality and marketing efforts. Judges also were impressed with the store’s custom Sharon Marston light sculpture, sweeping center spiral staircase and clean, modern décor.

“While we’ve considered O.C. Tanner to be the most breathtaking jewelry store in America since we opened its doors in September, it’s truly rewarding to be honored with this distinction by Instore and notable members of the jewelry industry,” said Curtis Bennett, Vice President of retail operations for O.C. Tanner. “This was our founder’s dream, and if Obert Tanner were alive today, we know he would be equally as pleased.”

Along with formal recognition by Instore, O.C. Tanner received a trophy and is the cover story for the magazine’s August issue. The article features an eight-page spread with the story of the building’s renovation, history of the Tanner legacy, and a few of the store’s customer service best practices.

Instore’s feature on O.C. Tanner can be read at www.instoremag.com

About O.C. Tanner

O.C. Tanner is an international awards and recognition business based in Salt Lake City, Utah. The company helps more than 8,000 clients worldwide develop programs



designed to recognize and appreciate their employees. O.C. Tanner also operates two retail jewelry stores in Salt Lake City and Park City, Utah. www.octannerstore.com

About Instore

Instore is a New York City-based publication that is published for American jewelry store owners. The magazine focuses on industry trends, packaging, product reviews and display tips.