

DionDIGEST

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Dion Sees Great Opportunity in 2009

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The current and forecasted business climate understandably generates, and potentially fosters, the "Ain't it awful" syndrome in many. One thing is certain, major changes are happening. However, at E.A. Dion, we choose to take an approach mirroring the Chinese symbol for the word "crisis" which, as you may know, incorporates one of the same symbols for the word "opportunity."

With the struggling economy as a backdrop, the way our products and services are being evaluated and applied has started to become a moving target. We certainly do not profess to have all the answers with regards to where these changes will take us but the following examples give us reason for optimism:

Sales Recognition

Crisis – An average cost of \$164,271* for travel incentive programs results in fewer attendees, restricting spousal travel and lower cost locations and facilities.

Opportunity – Provide an alternate structure allowing the "elite" achievers to travel while substituting a ring program for the next level of achievers (\$500/person vs. \$5000/couple) along with a spouse award program for the non-travel achievers. Include a commemorative trip charm/pillow gift in the travel package.

Service Awards

Crisis – Rising cost of non-value added program elements, including

merchandise & cash equivalent awards, multiple purchase orders, freight, drop ship charges and set-up charges -- from small to medium users. **Opportunity** – Jewelry programs focus on the positive emotion of "recognition" while all but eliminating costly freight, multiple purchase orders, drop shipment charges and currency-driven price fluctuations. Consider a simpler, more personal, tax-exempt program.

Non-Sales Employee Recognition

Crisis – Lower employee populations translate into lower wage increases, higher benefit contributions, fewer training opportunities and an exaggerated need for high productivity.

Opportunity – Increased use and initiation of new and potentially higher value performance-based programs to offset some wage restrictions and to focus on achievement.

Good companies react well to changing conditions. Great companies understand change before it happens and chart a new course. None of us can know exactly where this economic roller coaster will take us but collectively we can come to a better understanding of where we should be looking for potential opportunities and how to best prepare. The creative and aggressive distributors and suppliers who possess an entrepreneurial spirit will always have an edge. We are confident that Dion meets that description and that you do as well.

*The Market for Incentive Travel, Motivational Meetings & Special Events in the United States, CITE/Incentive Research

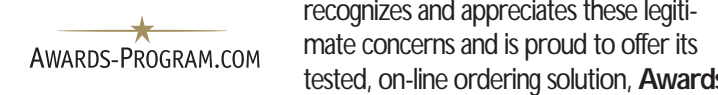
DionDIGEST

Creative Jewelry Solutions for Recognition, Promotion and Motivation™

Looking for Ways to Simplify, Satisfy, and Save? Consider Dion's Awards-Program.com

For those familiar with progressive (add-a-diamond) ring programs, more often than not they are timeless, require minimal maintenance and the cost of perpetuating the program decreases over time. Great selling points.

However, many end-users and distributors simply do not have the inclination or time to manage and administer such a program. E.A. Dion recognizes and appreciates these legitimate concerns and is proud to offer its tested, on-line ordering solution, **Awards-Program.com**. The program is designed to virtually eliminate end-user/distributor concerns without your end-user or their recipients knowing who E.A. Dion is! Sound interesting? Read on.



This system has a number of benefits including:

- Allowing you to focus your resources on your business;
- Reducing administrative and maintenance costs;
- Improving data exchange accuracy and allowing for multi-format file uploading;
- A minimal one-time investment;
- A personalized URL.



There are two ways to "create" your own Awards-Program.com order website:

You can choose the "Ready to Go" package with:

- "Ready to Go" congratulatory log-in and thank you background graphics;
- Personalized organizational/program URL;
- Custom graphic header;
- Confirmation and edit/change capability as well as auto recipient confirming e-mail;
- Unlimited award illustrations/images* with award description and award specific ordering requirements, i.e. ring size, engraving instructions, etc.

*Dion created design work is one image only, but as many as needed Distributor/End-User supplied jpg's per awards in program can be employed.

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Exciting New Additions to the Dion Couture Collection

An explosion of color and dimension make for a dramatic, yet simple, contemporary statement for Dion's expanded Couture Collection. Building on current fashion trends, these exquisite jewelry pieces elevate recognition and incentive awards well beyond the traditional and expected. Featuring the earthy colors found in nature and framed with complementary mono-tone or sparkling white gems, the new styles in the Collection recall the adornment of royalty. Alternate and more discreet styles explore the intrigue of dimension. Trillion and baguette cut gem-

stones capture and reflect light at all angles resulting in a cascade of reflections and a brilliance of color.

The Couture Collection's employment of multiple precious and non-precious alloys offers the opportunity to create a sophisticated design at a variety of affordable price points. Customization is also well served with a ready platform of techniques and the two-piece construction of the jewelry offers the opportunity for matching pendants and earrings.

Take advantage of these pacesetters, if only for the purpose of clearly illustrating your understanding of consumer trends and your customers' need for the new and different. **Please contact your account manager for more information.**



Recognize Like Never Before with the Treasure Ring®

E.A. Dion, always at the forefront of new and unique jewelry designs, is happy to announce yet another creative fashion jewelry concept - the Takohl Treasure Ring®!



Looking for a unique and memorable way to recognize a company milestone, a sales and/or recruiting goal or a new service level? Consider a one-of-a-kind Treasure Ring®! At first glance the ring seems to be a simple band with or without gems. But, hidden inside is a custom message or stone setting configuration unique to the ring designer. The possibilities are endless. Dion is proud to be the exclusive supplier of this patented product to the DSA and Corporate markets.

The original concept was created by award-winning designer, Tammy Kohl. Kohl has received worldwide recognition for her design talents. Her creations are sought after by everyone from Hollywood celebrities to sports legends to royalty, with notable clients including: Teri Hatcher, Ellen DeGeneres, Renee Zellweger, Carson Daly, James Gandolfini, Steven Tyler, Jennifer Love-Hewitt and John Elway.

The Takohl Treasure Ring® allows you to create a private, personal message for your top performers. You can choose among an almost endless selection of ring designs, gemstones, materials and messages to create an award that will never be forgotten.

Ready to start? Here's how: 1) go to www.treasuring.com, 2) click on "Treasure Ring® Creator", 3) complete the 4 simple steps to create your ring & click "email", 4) complete your personal information as requested. The next step is the most important if you are ordering a quantity of 6 or more rings and wish to receive the special quantity pricing.

Go to "Additional Comments" (same page) and add in your estimated quantity and the words "E.A.Dion Project". Your Dion representative will be in touch with you upon receipt of your e-mail.

For more information or assistance, you can call your Dion Distributor today or call your Dion Account Manager who will put you in touch with an authorized distributor.



Each Treasure Ring® is protected by U. S. Design and Utility Patents 5,669,241 D392.585 and Canadian patent #2,249,623

Big Revenue Numbers Don't Always Tell the Whole Story

Promo Marketing magazine's July 2008 edition highlighted its "Supplier Excellence Awards" and listed, individually, the 2006 and 2007 revenues for the Top 50 Companies, ranging from \$13.5 to \$929 million. E.A. Dion, the largest privately held, independent precious metal award product supplier, would have ranked in the Top 50 suppliers listed. However, our business philosophy and strategy precludes us from reporting specific business results to outside entities and, therefore, limits opportunities such as these for formal recognition.

Dion, a reliable, quality supplier for over 40 years, understands very well that a significant revenue number is, alone, not a sufficient measure of a supplier. Certainly, longevity and demonstrated reliability and reputation begin to paint a more definitive portrait of a

desirable supplier. While we meet all such criteria, a more exclusive measurement with far reaching, positive implications is the approximately \$185,000 of revenue attributed to each Dion employee. This is a strong indicator of what we believe to be the highest manufacturing productivity per employee in the industry.

Additional indicators of a highly productive workforce include our enviable track record for on-time delivery, reduced cycle times and cost avoidance translating into competitive pricing as well as accelerated and continuous innovation.

Bottom line, Dion is not only well positioned to be an effective and efficient supplier-partner in today's tough economic environment but for the long-term future as well.

Noteworthy News

EXTRA! EXTRA! • Dion is offering customizable tri-fold flyers on Ring Programs, Safety Programs and Trip Charm Programs with no Dion branding (so you can overprint your own company logo, etc. on them). The first 50 copies are free, with additional copies only \$.25 each. There is a limited quantity, so first come-first served. You can view these flyers on-line at www.eadion.com. Contact Ann Condon at annc@eadion.com for more details or to place an order.

- E.A. Dion, has joined several promotional and recognition organization search sites. You can now reach us at:
- SAGE - under www.sageworld.com supplier # 68247;

- Occupational Hazard's Buyers Guide - EHS Today (for Environmental Health and Safety Leaders) - under <http://directory.ehstoday.com/directory>.
- Art Design single and double panel folders are available from Dion at no charge. They showcase your artwork/product picture presentations and give them a truly professional touch. Again, these are limited, so are on a first come-first served basis, with a maximum request of 20 total folders. Please contact Ann Condon at annc@eadion.com for more details or to place an order.

Looking For Ways to Simplify, Satisfy and Save?
Consider Dion's Award-Program.com
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You can also choose to customize the "Ready to Go" package to create a more directed site (cost and delivery time implications) to include:

- Custom congratulatory log-in and thank you page background graphics;
- Custom "skyscraper" image on right side of order entry and confirm pages, including unlimited ordering data fields, text font, text color and background colors;
- Requests for changes/modifications or additions to program functionality will be reviewed individually.

Please contact us about this amazing new system or come see it in action at the China Grill at the Mandalay Bay Resort in Las Vegas during the PPAI Show!

