

DionDIGEST

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DionDIGEST

Creative Jewelry Solutions for Recognition, Promotion and Motivation

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E.A. Dion Creates 2007 Hula Bowl Ring

E. A. Dion and its local distributor, CorpLogoWare, were chosen to design the ring for the 2007 Cornerstone Bancard Hula Bowl.



The game, held each January at Aloha Stadium in Honolulu, Hawaii, traditionally features the best NCAA football players in an "East Meets West" showdown.

To commemorate this prestigious event, Dion designed both a "VIP" 10-karat white gold ring and a sterling silver version. The 10-karat white gold ring features a combination of fifty-five 1/2, 1 and 1 1/2 point diamonds accented with sixteen 1/2 point emeralds. Sixteen

synthetic emeralds and 55 zirconias adorn the sterling ring. A white gold/sterling silver barrel-shaped bezel with an all-metal panel prominently displays a jeweled pineapple. The Hula Bowl logo, featuring a football instead of the letter "o" in the word "Bowl", decorates one side of the ring while each player's raised name and engraved jersey numeral completes the final side.

"Having produced sports rings for numerous major collegiate and professional events and championships in the past, we understood the importance of creating a ring for the Hula Bowl that was as unique as the event it represents," said Paul Prendergast, Senior Director of Sales Development for Dion. "We look forward to the next opportunity to showcase our design and creative product development capabilities for the Hula Bowl and the NCAA."

Tony Figueiredo Joins Team



E.A. Dion has added even more experience to its management team with the hiring of Tony Figueiredo to the position of Director of Manufacturing.

Tony brings a wealth of knowledge both from the jewelry industry as well as from other manufacturing environments. His responsibilities

include the planning, scheduling and coordination of products and orders through the manufacturing process.

Tony's "lean manufacturing" experience promises to enhance Dion's operating philosophy and continue to deliver positive results for you and your end-users. Please join us in welcoming Tony to Dion.

Welcome Paul Durette



With the addition of Paul Durette as Gemologist, Dion has been fortunate to add yet another highly experienced individual to its staff.

Paul has worked in the jewelry industry for almost 20 years, performing precious gemstone evaluations and stone-setting, as well as negotiating diamond and

precious gemstone pricing with vendors. In addition, he has worked as Director of Manufacturing and Technical Supervisor at Robbins Co., overseeing and implementing systems for the effective manufacture of emblematic products. Paul's extensive education includes earning a Graduate Gemologist Diploma, Colored Stones & Gem ID Certificate and a Diamonds Certificate from the Gemological Institute of America.

The need to add a graduate gemologist at Dion is due largely to the increased demand for more precious metal and precious gemstone jewelry from our distributors and their end-users. Welcome aboard, Paul!

Trip Charms - A Lasting Reminder

Exotic locations. Wonderful resorts. Delicious meals. A gathering of enthusiastic people sharing interests in a nurturing and dynamic environment. Whether an incentive trip to Hawaii, celebrating a corporate anniversary or participating in an annual conference, these events enable people to socialize outside of work and strengthen relationships among peers and management. What better way to extend this sense of camaraderie than to surprise them with a stylish personalized keepsake.

Trip Charms, accompanied with a note of appreciation on the first evening of an event, generate a buzz that money can't buy. A fashionable charm and charm bracelet, a charm alone or a lapel tack can serve either as a commemorative or the start of a "theme" bracelet marking past and future participation and contributions.

These personalized keepsakes are popular for the emotion they generate, the prestige they convey and their affordable price. While trip charms represent an insignificant part of the company's overall investment, they offer a continuous return well beyond the event or trip.



For more than 35 years, E.A. Dion has been providing creative jewelry "solutions" for recognition, promotion and motivation. Challenge our designers to create a unique jewelry gift that will capture all the good times and emotion while giving you a distinctive advantage.

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E.A. Dion Unveils Industry-Leading Sales Literature System

After six months of planning and development, E.A. Dion introduced its new, innovative sales literature "system" at the January PPAI show in Las Vegas.

The contemporary appearance of each piece conveys an immediate sense of quality, sophistication and forward motion. The brilliant pastel brush strokes of the Dion folder and supplements only hint at the creativity yet to be unveiled while setting the tone for the color-matched and coordinated award product category galleries. A stroll through the individual galleries present a disarming display of Dion's excellence in Recognition Award Rings, Jewelry Solutions, Precious Metals Symbols and Emblematic & Promotional Symbols.

The individual product supplements feature:

- A broad and diverse representation of particular award categories;
- A brief description of the importance of the featured product as well as potential applications;
- A simple, "Getting Started" four step process outline describing the materials and information required to expedite design and sampling;
- An overview of readily available and popular packaging options;
- Just enough "romance" copy creatively describing the value and quality of the award products and their impact on those receiving them;
- Pictures of other galleries featuring Dion award products;

- An area for distributor personalization and identification.

The midnight black Dion Corporate Profile presents an immediate impression of Fifth Avenue elegance, with the small vignettes communicating the transparent merging of old world craftsmanship and today's modern technology. Targeted testimonials from end-users and distributors give further credence to

the initial impression of an organization different from all others. The double page spreads, accompanied by simple, straightforward text and an illustrative use of product, dramatically display the elements of the Dion advantage. These advantage elements are:

- The Dion History
- Dion's Creativity
- Promotional Products Capability
- Recognition Products Capability
- Product and Administrative Services
- Dion's Commitment



The colorful folder features a cover in the shape of a "D" for Dion and pre-cut slots for a business card and a cover letter. An "Important Information" sheet is enclosed in each folder outlining key points such as design requests, use of trademarks, payment terms, tooling costs and shipping information.

All these pieces can be used together as a total "system" or individually to satisfy a specific inquiry. To learn more, or order your own set, visit our website at www.eadion.com or call your Account Manager at 800-445-1007.



Dion Distributor Reception at PPAI Draws Rave Reviews

The Annual Dion Distributor Reception, held during the January PPAI show at the Mandalay Bay Resort in Las Vegas, exceeded expectations once again. Approximately 250 distributors perused the Dion exhibits and came away excited about the expanded product offerings, design capabilities and the obvious momentum of the company.

The unveiling of the new Dion capability and product literature system generated an enthusiastic response from the visiting distributors who universally saw it as a powerful selling tool. In addition to the traditional lunch, a breakfast was also included as part of the reception this year. It was very well received as distributors used the breakfast as a meeting place to plan their strategy for the convention hall.

Top distributor awards continue to be a highlight of the reception. This year the award winners represented diverse groups with

multiple winners from Recognition, Motivation and Promotional segments. Some of the recognized distributors were: Davene, Inc., Drive Marketing, Imperial Marketing, MacMannes, Inc., The M.C. Fina Co., Inc. and The Miller Company.



Ted Dion (left), President of E.A. Dion, presents Tom Miller of The Miller Company, with a Top Distributor Award.

If you were unable to join us at this wonderful event, be sure to go to our new website (www.eadion.com) and/or speak with your Account Manager to secure copies of the new literature portfolio and learn more about how we can build our businesses together with Dion's "Creative Jewelry Solutions."

Dion Continues to Build the Category

E.A. Dion continues to create awareness of its capabilities and attract opportunities for our distributors via the distribution of positive "word of mouth" postcard mailings and the Dion Digest newsletter. Our efforts are expanding this year by exhibiting at two new trade shows in market segments where we are only scraping the surface:

- The Healthcare Forum and American Hospital Leadership Summit in San Diego in July;
- The American Trucking Association Management Conference and Exhibition in Orlando in October.



Newsorthy Notes

- E.A. Dion was recently selected as Strategic Partner by The Miller Company. The Miller Company has awarded this designation to only four companies.
- E. A. Dion has been selected for the 13th consecutive year as Imperial Marketing's "Supplier of the Year."
- The healthcare industry offers a wealth of opportunity for recognition programs. May 6-12 is designated Nurses Week and May 13-19 is designated as Hospital Week.
- Dion's new product literature system is available for review at www.eadion.com. The Las Vegas unveiling created quite a buzz!

These segments offer significant growth opportunities for both Dion and our distributors' businesses. We feel it will take time to create a presence in both segments but feel it prudent to begin since we now have tools previously unavailable in place thanks to our new website and literature system.

As always, any and all business opportunities uncovered will be communicated through your Account Manager directly to the appropriate distributor for follow-up. Dion continues to make progressive investments, which benefit not only us but our distributors as well.

- Two quick recognition survey tools are available for downloading at www.eadion.com under the "Recognition" header.
- Information on Gemstones has been added to the "Distributor" section of www.eadion.com.
- Art/Design single and double folders are now available for \$1.00 each at www.eadion.com. Please contact Ann Condon at annc@eadion.com to order.
- E.A. Dion will be exhibiting at the NAER 10th Annual Sharing Conference from April 29-30 in Savannah, Georgia. All leads from this show will be forwarded to the appropriate distributor for follow up.