



**FOR IMMEDIATE RELEASE**

**AGS Selects GemFind to Help Members with Online Marketing**

January 27, 2016, Las Vegas, NV. The American Gem Society (AGS) has announced a new strategic partnership with GemFind. As part of this agreement, AGS members now receive special pricing on GemFind's web technology services, such as websites, social media marketing, web apps, and more.

"The American Gem Society is always seeking ways we can help our members enhance their businesses. A functional, well-laid out website is crucial to the health of jewelry retailers and suppliers, and we wanted to provide a solution for those members wishing to enhance their online presence," said Ruth Batson, CEO of the American Gem Society and AGS Laboratories. "The internet and online marketing are rapidly evolving, so it's important to partner with a company that understands technology, as well as the jewelry industry. We felt GemFind was a great strategic partner."

"Our mission has always been to advance the jewelry industry to the next level with the latest technology and marketing solutions," said Alex Fetanat, GemFind CEO "We are thrilled to be partnering with AGS to achieve this goal."

GemFind is currently managing hundreds of websites that use their state-of-the-art web apps like the DiamondLink®, RingBuilder®, StudBuilder® and PendantBuilder®.

GemFind also connects retailers to their vendors through their proprietary state of the art technology JewelCloud®, allowing retailers to showcase their vendors' product data, reducing time to manage the contents on their websites in real-time.

AGS members can contact GemFind directly at 800.373.4373 to learn more about the special pricing for AGS members, and to learn ways they can enhance their business offline and online through this new program. To learn more about membership in the American Gem Society, please call 866.805.6500.

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### **About the American Gem Society**

*The American Gem Society, founded in 1934 by Robert M. Shipley, is a nonprofit trade association dedicated to proven ethics, knowledge, and consumer protection within the jewelry industry. The American Gem Society is a professional organization awarding credentials for its members, who are held to the highest ethical and professional standards in the industry and must pass annual recertification examinations to maintain their titles. Less than one in twenty jewelers in the country have chosen to meet the exacting standards necessary for membership.*

Website: [americangemsociety.org](http://americangemsociety.org)

Facebook: [AmericanGemSociety1934](https://www.facebook.com/AmericanGemSociety1934)

Instagram: [@AmericanGemSociety](https://www.instagram.com/AmericanGemSociety)

Twitter: [@AmerGemSociety](https://twitter.com/AmerGemSociety)

### **About GemFind**

For more than 15 years, GemFind has successfully united the jewelry industry as the leading comprehensive technology solution provider in the digital marketing age. From complete ecommerce and custom designed websites to POS integration, digital marketing and responsive online marketing tools. GemFind offers complete solutions for jewelry manufacturers, diamond dealers, designers, and retailers.

From consultation, design, development, launch to complete online marketing, GemFind is a one stop shop for many retailers.

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