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FOR IMMEDIATE RELEASE

JB Hudson wins “Coolest Store” Award

MINNEAPOLIS (October 30, 2008) – In the August issue of Instore magazine, JB Hudson Jewelers was named as the fourth place winner in the “America’s Coolest Stores” competition.

This is the seventh year for the contest presented by the national magazine, which is specifically targeted at American jewelry store owners. This year’s contest featured a first-ever split in categories: “Big Cool” for stores with 11 or more full-time employees; and “Small Cool” for stores with 10 or fewer. From a record total of 117 entries, 15 finalists per category were selected by Instore’s editors. Eight industry-expert judges per category provided the top five picks in each category. Judges rated stores in five categories: story, exterior appearance, interior appearance, advertising and marketing and overall individuality. JB Hudson Jewelers took the fourth place prize in the “Big Cool” category.

Architect Angus Goble, President of Angus Goble, LLC, a practice focusing on specialty glass and innovative façade design, was one of the judges in this year’s America’s Coolest Stores competition. For JB Hudson, he stated, “This was my favorite! A stylish and classy interior with great attention to detail, materials and the integration of design elements. The store also has a beautiful exterior. It soars effortlessly.”

Shea, Inc. provided design solutions for JB Hudson as they prepared to relocate, after 78 years, from the downtown Macy’s store to their new location in the Historic Young Quinlan building at 901 Nicollet Mall. Shea worked to preserve the historic structural elements found in the Young Quinlan building and incorporated the classic chandeliers and original jewelry cases that had been in JB Hudson’s former location since it opened in 1929. With a focus on growth and engaging a new generation of customers, Shea also worked with JB Hudson to reposition and refresh the entire brand. For more information and photos of Shea’s work with JB Hudson, please visit <http://www.shealink.com>.

Shea, Inc., now celebrating its 30th year, is a marketing and design firm integrating expertise in marketing, architecture, and interior design. Specializing in retail, restaurant and office branding and design, Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea’s client list includes Macy’s, TCF National Bank, Morton’s The Steakhouse, Wells Fargo and Midcontinent Communications. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site www.shealink.com.