



## **IADC Hosts Evening with Ben Stein During June JCK Las Vegas Show**

**PASO ROBLES, CA (March 1, 2006)**—Retail jewelers looking to nab tickets to the hottest act in Las Vegas during the hottest jewelry show, JCK Las Vegas in June, should reserve their seats now for ***An Intimate Evening with Ben Stein*** hosted by the elite members of the Indo Argyle Diamond Council (IADC). This rare event to hobnob with one of the planet's most interesting and funny people is scheduled for June 5, 2006, from 6:00 p.m. to 8:30 p.m., in the Marcello Ballroom, Level 4 of the Venetian Hotel.

Stein is most recognized for his long running, multi Emmy award-winning game show, *Win Ben Stein's Money*; his iconic role in the film *Ferris Bueller's Day Off*; and his years on the TV series "Star Search" and the "Wonder Years." But in fact, he also is a lawyer, writer, commentator for *Fox News* and *CBS Sunday Morning*, and columnist for the *New York Times*. Space for this cocktail affair is limited; RSVP responses are encouraged by May 1 to ensure seating.

IADC is hosting this event as part of its global outreach campaign to acquaint the jewelry industry with its expanded services for retail jewelers and its diversified membership of Indian manufacturers who work in all jewelry categories, not just diamonds. IADC offers jewelers worldwide expert consulting and pre-screening services, opening new doors for product sourcing in one of the hottest growing and most influential jewelry manufacturing regions on the planet.

MVI Marketing Ltd. of Paso Robles, California founded IADC in 1994 to assist Indian diamond jewelry manufacturers in developing relationships with U.S. retail jewelers. For nearly a dozen years, the IADC has facilitated sourcing for high quality, well-designed diamond jewelry from prime IADC manufacturers, and provided assistance in coordinating retailer trips to India and exclusive viewing shows. Now, its future strategy will develop the role of the IADC to service jewelers internationally with a broad range of high quality fine jewelry at

competitive prices.

For more information, contact Keith Dillmeier, IADC president, at (800) 797-4232, ext. 110 or visit [www.indoargyle.com](http://www.indoargyle.com). RSVP responses can be faxed to (954) 659-2132 or emailed to [kdillmeier@mvimarketing.com](mailto:kdillmeier@mvimarketing.com).

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