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## E-Commerce Developments

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### GemAffair.com, Twitter host holiday sweepstakes

December 30, 2008

Clearwater, Fla.--[GemAffair.com](#), an online purveyor of fine gemstone jewelry, is using social-networking media to build buzz--and generate good will.

The company recently took to [Twitter.com](#), a popular micro-blogging site, to host a holiday "Jewelry Give Away Sweepstakes."

Beginning in early December, Gem Affair offered [Twitter](#) users a chance to win either a genuine diamond pendant and chain or a ruby heart pendant and stud earrings set.

To enter the jewelry sweepstakes, Gem Affair asked Twitter users to simply copy and paste the entry rules for the contest into their Twitter update box and hit "Enter." Contestants could enter multiple times, as there was no cap on entries from a single user.

Around 700 Twitter users took part in the two-week promotion, with Gem Affair picking several winners at random each day. By the contest's end, on Dec. 24, more than 20 winners had been chosen.

The response has been overwhelming," GemAffair.com founder and Chief Executive Officer Michael Jansma said in a media release. "We wanted to do a giveaway because we know this will be a difficult holiday season for a lot of people. It's our way of giving back and thanking our customers for their interest in our company."

Gem Affair plans to continue holding monthly contests on Twitter, and will also institute contests on other social media sites such as Kaboodle and Facebook.

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**Comments:**

**Gary Hammond**

January 01, 2009

Michael and I have been friends for 18 years. We were partners in a non-jewelry related business for a number of years. Michael has always been one of the most resourceful and innovative people I have ever known, hence the reason I solicited his involvement when I asked him to join me in my electronic security business. I now live in Costa Rica and am not involved in the jewelry trade in any way, shape or form. I received a link to this article through "digg.com" yet another social and business networking sites to which we both subscribe. I tend to suspect that some of Michael's clients may also subscribe to these same type of social

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NJN also provides the most comprehensive editorial coverage of the jewelry industry, featuring breaking news, analysis, exclusive research and a number of content areas, such as jewelry and fashion trends, jewelry marketing and sales, retail jeweler best practices, jewelry store operations and grading, watch trends and auctions, and colored stones and pearls.

NJN also offers the jewelry industry an interactive Yellow Pages, classifieds, Reader Connect, which returns related jewelry-supplier content, and a search engine.

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