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Ben Bridge Jeweler Collaborates with Jewelers Mutual® to Offer Luxurance®

SEATTLE, Wash. (September 24, 2025) – Ben Bridge Jeweler, a trusted name in fine jewelry since 1912, recently announced its collaboration with Jewelers Mutual® Group to offer Luxurance®, an innovative, customer-first solution that enhances the store experience and provides expert protection directly from Jewelers Mutual for jewelry purchases.

Through this joint effort, Ben Bridge customers can access Luxurance® jewelry protection, powered by Jewelers Mutual, at the time of purchase, whether in-store or post-sale. This provides a seamless way to protect their new jewelry with time-trusted, comprehensive coverage.

"At Ben Bridge, our commitment has always been to provide exceptional service and quality," said Regina Aiello, Vice President of Sales Innovation and Partnerships. "Collaborating with Jewelers Mutual allows us to extend that commitment "by making customers aware of a convenient and secure option to help protect their treasured pieces, turning everyday interactions into moments of impact."

"We are thrilled to team with Ben Bridge, a company that shares our values of trust and customer service excellence," said Mike Alexander, President at Jewelers Mutual. "Together, we aim to redefine the jewelry ownership experience by integrating protection and confidence into every purchase."

Customers can learn more about Luxurance® by visiting their nearest Ben Bridge location or exploring online at www.benbridge.com.

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About Ben Bridge Jeweler

For over 100 years, Ben Bridge has been Your Personal Jeweler, focusing on the belief that great things are made in time. That's why we're committed to using natural diamonds and gemstones, each a unique work of nature. We handpick every item to stand the test of time and perfectly reflect your unique style. Behind every piece is the expertise of our master watchmakers, registered



jewelers, and certified gemologists with decades of experience and a passion for fine jewelry and watches. We've built long-standing relationships with our partners, ethical suppliers, and world-class designers to ensure that quality and integrity are at the heart of all we do. Our Personal Jewelers are here to help you find the perfect piece. One that will grow in meaning with each wear.

About Jewelers Mutual® Group

Jewelers Mutual® was founded in 1913 by a group of Wisconsin jewelers to meet their unique insurance needs. Later, consumers began putting their trust in Jewelers Mutual to protect their jewelry and the special memories each piece holds. Today, Jewelers Mutual continues to support and move the industry forward by listening to jewelers and consumers and offering products and services to meet their evolving needs. Beyond insurance, Jewelers Mutual's powerful suite of innovative solutions and digital technology offerings help jewelers strengthen and grow their businesses, mitigate risk, and bring them closer to their customers. The Group insurers' strong financial position is reflected in their 38 consecutive "A+ Superior" ratings from AM Best Company, as of November 2024. Policyholders of the Group insurers are members of Jewelers Mutual Holding Company. Jewelers Mutual is headquartered in Neenah, Wisconsin, with other Group offices in Dallas, Miami, and Raleigh, North Carolina. To learn more, visit [JewelersMutual.com](https://www.jewelersmutual.com).