



## **Ben Moss Jewellers Celebrates 100 Years**

### ***National Retailer Canada's Fastest-Growing Jeweller***

WINNIPEG, April 19, 2010 - This year marks the 100<sup>th</sup> anniversary of one of Canada's best-known jewelry stores, Ben Moss Jewellers. The family-owned retailer has a lot to celebrate. Last year, when one of the worst recessions was taking hold in much of the country, the company continued its growth with seven new locations across Canada, all of which showcase a new store design.

"We've built a very successful Canadian brand from coast-to-coast," says Brent Trepel, president and CEO of Ben Moss Jewellers. "It's rewarding to be part of an industry that surrounds celebrations such as anniversaries, births, weddings and birthdays. Ben Moss Jewellers gets to help our customers select jewelry that helps them commemorate major life milestones."

This year Trepel celebrates his own upcoming 25th anniversary with the company. Since 1986, he has grown the business from 18 to 63 stores. Today, Ben Moss Jewellers employs about 600 people. Ben Moss, a 20-year-old Romanian immigrant, opened the first Ben Moss Jewellers in Winnipeg's North End in 1910 and laid the foundation for the business today. Moss's son-in-law and Trepel's father, Sid, took over the business in 1959 and expanded the company into malls and then the Prairie Provinces.

Trepel says Ben Moss Jewellers' longevity and success is rooted in treating employees and customers with respect, a merchandising team that designs and discovers unique jewellery pieces and having employees with a real passion for the business. The company has won numerous awards for Canada's top retailer, employer and innovator, which partly accounts for why Ben Moss Jewellers gets plenty of interest from job hunters in the industry.

"We're thrilled about our first 100 years and looking forward to our next 100, but right now we're really excited about 2010," says Trepel, alluding to something "really big" for later in the year.

Ben Moss Jewellers was founded in 1910 in Winnipeg. Recently, it opened stores in some of the top performing shopping malls in Canada in Calgary, Edmonton, Waterloo, Burlington and in the Greater Toronto Area. Ben Moss Jewellers also has an [online store](#) and a following on [Facebook](#) and [Twitter](#).

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**An archival photograph of founder Ben Moss standing outside his original store will be made available in digital format upon request.**