

The Consumerist Investigates Cash4Gold and Reports Red Swan May be able to Make Higher Payouts to Customers

NARBERTH, Pa., Sep. 4/PRNewswire/ -- As part of a lengthy investigative report entitled "[The Article Cash4Gold Doesn't Want You to Read](#)", [The Consumerist](#) featured details on payout rates throughout the gold buying industry. [The Consumerist](#) conveyed that "Consumer Reports Money Adviser recently noted that gold buyers with lower marketing costs, such as [Red Swan](#), may be able to make higher payouts to customers". [The Consumerist's](#) parent company, Consumer Media LLC, is a subsidiary of Consumers Union, the publisher of *Consumer Reports*, and [ConsumerReports.org](#), and the nation's leading not-for-profit consumer advocacy organization.

In addition, [The Consumerist](#) stated "that a recent NBC Today Show report found that Red Swan's offers could be more than double those of Cash4Gold." [Red Swan](#) was featured Wednesday, August 19, 2009, in a *Today Show* investigative report on companies that purchase post-consumer jewelry. The *Today Show* report revealed that [Red Swan](#) delivered the highest payout of the entities the Today Show shopped, trumping Cash4Gold and other jewelry purchasers.

The *Today Show* anonymously sent identical gold chains to [Red Swan](#), Cash4Gold, a New Jersey pawn shop and a New York City jeweler for appraisal and purchase. [Red Swan](#) presented the best payout, which was more than double Cash4Gold's.

"[Red Swan](#) is pleased to be recognized as a leader by [The Consumerist](#), Consumer Reports Money Adviser and the Today Show. We strive to deliver a beautiful service as we enrich and empower our customers," said [Amy Steel](#), President of [Red Swan](#).

About Red Swan(SM)

[Red Swan](#) offers consumers a fun, easy and profitable way to convert their unwanted jewelry into currency for meaningful change, whether in their own lives or for charitable causes. The company was founded to offer consumers the freedom to earn income on their own terms by providing a safe and easy place to [sell your jewelry](#) online. Red Swan builds empowering communities through the help of Leads, who share the opportunity within their social networks and earn commissions from referred sales.

[Red Swan](#) is a division of Lippincott, LLC, a nationally-recognized leader that for almost 20 years has offered the public a fast, friendly and reliable way to [sell used jewelry](#), gold, and platinum while paying out tens of millions of dollars to hundreds of thousands of customers. The company is headquartered in Narberth, PA and it enjoys an "A" rating by the Better Business Bureau.

About The Consumerist™

[The Consumerist](#) empowers consumers by informing and entertaining them about the top consumer issues of the day. We are a leading online resource for consumer-driven advice about dealing with everything from non-existent customer service to onerous cell-phone contracts to ever-shrinking (and ever-more-expensive) grocery products. The Consumerist is published by Consumer Media LLC, a not-for-profit subsidiary of Consumers Union, and takes no outside advertising.

About Consumer Media LLC™

The Consumerist's parent company, Consumer Media LLC, is a subsidiary of Consumers Union, the publisher of *Consumer Reports*, and [ConsumerReports.org](#), and the nation's leading not-for-profit consumer advocacy organization. Since its founding in 1936, Consumers Union has fought for a fair, just, and safe marketplace for all consumers and to empower consumers to protect themselves. To maintain independence and impartiality, CU accepts neither outside advertising nor free samples. It employs a staff of "mystery shoppers" who buy products in retail stores around the country, just as any other buyer would, and then ship them to the Consumers Union labs, where technical experts test some 3,000 products yearly.

Cash4Gold is a trademark of Green Bullion Financial Services, LLC.

Contact: Cassin Donn/Arielle Himy

cassin_donn@dkcnews.com/arielle_himy@dkcnews.com

212-685-4300

SOURCE Red Swan