

From: Red SwanSM

Contact: Cassin Donn/Arielle Himy
cassin_donn@dkcnews.com/arielle_himy@dkcnews.com
212-685-4300

NBC *TODAY SHOW* INVESTIGATIVE REPORT REVEALS:

RED SWANSM PAYS MORE THAN TWICE AS MUCH AS CASH4GOLD AND TOPS OFFERS FROM COMPETING GOLD BUYERS

NARBERTH, PA – August 19, 2009 – A *Today Show* investigative report on companies that purchase post-consumer jewelry revealed today that Red Swan delivered the highest payout, 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 jeweler for appraisal and purchase. Red Swan presented the best payout, more than doubling Cash4Gold's.

“The *Today Show*'s findings reveal Red Swan's commitment to presenting fair offers to consumers and to delivering a superior and empowering customer experience,” explained Amy Steel, President of Red Swan.

“To grow a responsible business, Red Swan relies on excellent customer service and word-of-mouth referrals, not on loud, expensive or celebrity-studded commercials,” said [David Taffet](#), Executive Manager of Lippincott, LLC, which operates Red Swan and a number of other jewelry purchasing divisions.

The *Today Show* traveled to Sarasota Florida to attend a Red Swan party that was featured in the segment. Party host Dot Garber shared her experience on selling her gold to Red Swan. “I got a check back for \$1800. I was thrilled to death because I had no idea that it was worth that much.” In the last several weeks, Dot has received an additional \$568.99 in commissions for referring friends who also sold to Red Swan.

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About Red SwanSM

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.

Visit www.RedSwan.com

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