



## LJ International to Present at the ROTH 23<sup>rd</sup> Annual OC Growth Stock Conference

**HONG KONG--(Marketwire - 03/08/11) - LJ International Inc. (LJI) (NASDAQ:[JADE](#) - [News](#))**, a leading jewelry manufacturer and retailer, announced today they will present at the [ROTH 23rd Annual OC Growth Stock Conference](#). The conference will be held March 13-16, 2011, at The Ritz Carlton in Dana Point, CA.

Mr. Ringo Ng will be speaking on Tuesday, March 15, 2011 at 11:30am Pacific Daylight Time on Track 4. Additional one-on-one investor meetings will be scheduled in and around the conference.

"We are pleased to be part of the ROTH Conference. As part of our ongoing efforts to widen investor outreach and communicate the LJ International opportunity to existing and new investors, the ROTH conference is an ideal venue to meeting the buy-side. We look forward to providing updates on all aspects of our business," stated Mr. Ng.

### About the ROTH 23rd Annual OC Growth Stock Conference

ROTH will host its [23rd Annual OC Growth Stock Conference](#) in the Laguna Niguel area from March 13-16, 2011 at The Ritz Carlton in Dana Point, CA. The annual three-day conference will bring together executives from over 400 growth companies including 100 Chinese companies. This event is designed to provide investors with an opportunity to gain insight into small and mid-cap growth companies across a variety of sectors, including energy, software, technology, industrials, healthcare, media, consumer and retail. ROTH combines company presentations, Q&A sessions, expert panels and management one-on-one meetings to provide institutional clients with interaction with senior management.

### About LJ International Inc.

LJ International Inc. (LJI) (NASDAQ:[JADE](#) - [News](#)) is engaged in the designing, branding, marketing and distribution of its full range of jewelry. It has built its global business on a vertical integration strategy, and an unwavering commitment to quality and service. Through its China-based ENZO retail chain stores, LJI is now a major presence in China's fast-growing retail jewelry market. As a wholesaler, it distributes to fine jewelers, department stores, national jewelry chains and electronic and specialty retailers throughout North America and Western Europe. Its product lines incorporate all major categories, including earrings, necklaces, pendants, rings and bracelets. For more information on the Company, visit the Company's website at [www.ljintl.com](http://www.ljintl.com).

**Cautionary Note Regarding Forward-Looking Statements:** *This press release may contain "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as "anticipates," "intends," "plans," "seeks," "believes," "estimates," "expects" and similar references to future periods. Forward-looking statements are based on our current expectations and assumptions regarding our business, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Our actual results may differ materially from those contemplated by the forward-looking statements. They are neither statements of historical fact nor guarantees or assurances of future performance. We caution you therefore against relying on any of these forward-looking statements. Factors that could cause actual results to differ materially from such statements, as well as additional risk factors, are detailed in the Company's most recent filings with the Securities and Exchange Commission. Any forward-looking statement made by us in this press release speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking information contained in this press release or with respect to the announcements described herein, except as may be required by law.*

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