



Investor Relations
INTERNATIONAL

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**FOR IMMEDIATE RELEASE
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**LJ INTERNATIONAL ANNOUNCES RECEIPT OF NASDAQ COMPLIANCE LETTER
WHICH CONTINUES THE LISTING OF ITS SHARES ON NASDAQ**

HONG KONG, March 27, 2008 -- LJ International Inc. (LJI) (Nasdaq/GM: JADE), a leading jewelry manufacturer and retailer, today announced that the Company has received a Compliance Letter from the Nasdaq Listing Qualifications Panel (the "Panel") on March 26, 2008 based upon the Company's recent proxy solicitation and the convening of its annual shareholder meeting on March 14, 2008.

The Compliance Letter from the Panel confirmed that the Company has demonstrated compliance with all Nasdaq Marketplace Rules and, accordingly, the Panel has determined to continue the listing of the Company's securities on The Nasdaq Stock Market.

To be added to LJI's investor lists, please contact Haris Tajyar at htajyar@irintl.com or at 818-382-9702.

About LJ International Inc.

LJ International Inc. (LJI) (Nasdaq/GM: JADE), based in Hong Kong, is engaged in the designing, branding, marketing and distribution of a full range of jewelry. It has built its global business, currently one of the fastest-growing in the jewelry industry, on a vertical integration strategy and an unwavering commitment to quality and service. LJI distributes to fine jewelers, department stores, national jewelry chains and electronic and specialty retailers throughout North America and Western Europe, with a growing retail presence in China through its ENZO stores. Its product lines incorporate all major categories sought by major retailers, including earrings, necklaces, pendants, rings and bracelets.

Forward looking statement: *Except for the historical information, the matters discussed in this news release may contain forward-looking statements, including, but not limited to, factors relating to future revenues and earnings. These forward-looking statements may involve a number of risks and uncertainties. Actual results may vary significantly based on a number of factors including, but not limited to, uncertainties in product demand, the impact of competitive products and pricing, changing economic conditions around the world and in China, introduction of new products and other risk factors detailed in the Company's most recent annual report and other filings with the Securities and Exchange Commission.*

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