



Investor Relations INTERNATIONAL

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FOR IMMEDIATE RELEASE JANUARY 5, 2007

LJ INTERNATIONAL TO PRESENT AT COWEN & COMPANY CONSUMER CONFERENCE ON JANUARY 10TH

HONG KONG and LOS ANGELES, January 5, 2007 -- LJ International, Inc. (LJI) (Nasdaq/GM: JADE), one of the fastest-growing jewelry companies in the world, today announced that it will be featured at the upcoming Cowen and Company 5th Annual Consumer Conference in New York.

The conference will be held on January 9 and 10, 2007, at the Westin New York at Times Square. LJI is scheduled to present on Wednesday, January 10, from 2:00 p.m. to 2:25 p.m., followed by a breakout session from 2:30 to 2:55 p.m.

To listen to a live listen-only broadcast of the presentation, please visit <http://www.ljintl.com/coweninvestorconference>. For those unable to participate, an archived broadcast will be available shortly following the presentation.

To be added to LJI's investor lists, please contact Haris Tajyar at htajyar@irintl.com or at 818-382-9700.

About LJ International Inc.

LJ International Inc. (LJI) (Nasdaq/GM: JADE), based in Hong Kong and the U.S., 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. 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, release and revenues 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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