

## Innovative, Patented, Precision Locking Earring Backs From Japanese Startup Chrysmela Inc. To Be Sold Globally

<http://Chrysmela.la> to take orders from individuals and retail partners with international shipping available to dozens of countries around the world

31 August, 2012 — Tokyo, Japan — Having successfully sold 90,000+ units carried at 700+ jewelry stores in Japan, Tokyo-based startup Chrysmela Inc. is bringing its innovative precision locking earring back, the Chrysmela Catch™ to women (and men) around the world. Patented in Japan and patent-pending the U.S., the Chrysmela Catch™ is designed with a locking mechanism of unprecedented strength to ensure earrings stay on your ear.

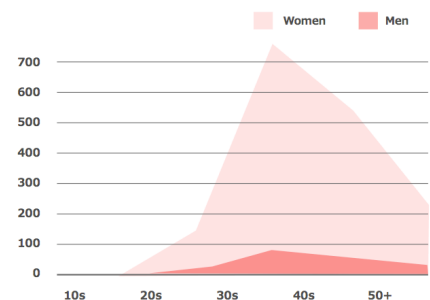


*The Chrysmela Catch™ locks securely onto your earrings with enough strength to accommodate activities such as dancing, sports, even being thrown off a boat into the ocean while wearing \$75,000 earrings...*

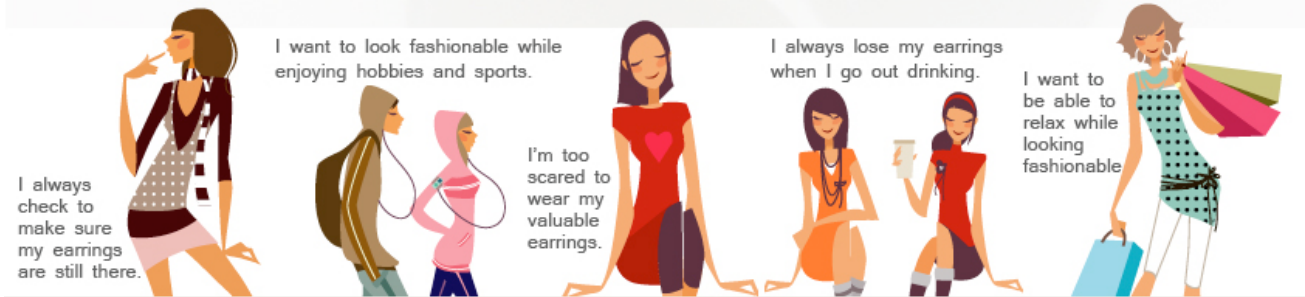
### 90,000+ units sold with a 94.4% satisfaction rate

Since 2008, 90,000+ units (pairs) of Chrysmela's revolutionary earring backs have been sold in Japan with an incredible 94.4% satisfaction rate.

Most of these customers are women in their 30s who want to be sure they don't lose their more valuable earrings such as diamond or pearl studs. However, there are also a significant number of men who have bought the Chrysmela Catch™ earring backs as presents for their wives and girlfriends.



*All you need is one pair of Chrysmela Catch™ earring backs to use when wearing any of your precious earrings.*



*Close up of the lightweight Chrysmela Catch™ earring backs.*

## Have you ever lost an earring?

We asked 1000 women in Japan across various age groups. 86.4% said they have lost it at least once. Search for “lost earring” on Twitter (using Topsy.) and we get 670+ tweets in the last 30 days. That’s 22 tweets a day!! So many earrings lost...

Eri Kikunaga (pictured below), the founder and CEO of Chrysmela Inc, was one of those unfortunate women herself seven years ago. Having lost earrings given to her by her boyfriend, she knew it wasn’t her fault. It was, of course, the fault of low quality earring backs that allow earrings to slip off easily. A pioneering female entrepreneur in a male-dominated Japanese business world, she set out to engineer and manufacture a product that women around the world need.



## High quality and precision-made in Japan to fit nearly all earring posts

The Chrysmela Catch™ is patented (U.S. patent pending) and made in Japan by precision manufacturers. In order to ensure that the earring back fits the majority of earring posts, the locking mechanism is engineered to securely latch onto earring post sizes of 0.6 – 1.1 mm (most earring posts are 0.7 – 0.9 mm in diameter).

How secure is the locking mechanism? This depends upon the condition of the earring post of course, but we have tested it under laboratory conditions to hold onto a weight of 8 kg (17.6 lbs), much more than enough to accommodate activities such as dancing, sports, even being thrown off a boat into the ocean while wearing \$75,000 earrings...

Made from SURGICAL STEEL to minimize allergic reaction, the Chrysmela Catch™ comes in three colors—SILVER (rhodium coating), GOLD (24K gold coating), and ROSE GOLD (rose gold coating). Priced at just US\$89 for a pair or US\$239 for a set of all three colors, Chrysmela Catch™ is an affordable solution to the thousands of women who have lost their earrings as well as jewelry stores who need to reassure potential customers considering a purchase of diamond earrings.

## Global website to accept orders from both individuals and retail partners

Partnering with Tokyo-based e-commerce marketing services startup, Matcha Latte Media, Chrysmela Inc. is offering direct shipment from its Tokyo office via global website <http://Chrysmela.jp>. International shipping costs US\$10 for orders under \$250, and all purchases are shipped via Japan Post's Express Mail Service. All shipments are full insured and include a tracking number (searchable in most countries).

Businesses interested in offering the Chrysmela Catch™ as part of their product lineup can apply to become a Chrysmela Partner for wholesale pricing (each color sold in lots of 20 units) at <http://chrysmela.jp/partners>. Over 700+ jewelry business in Japan are already selling Chrysmela Catch™ earring backs. Vendors of fine jewelry especially discover that the Chrysmela Catch™ earring backs give customers a feeling of assurance when purchasing items such as diamond studs.

## Media Inquiries & Other Information

Please contact Ian Chun at [ian@mлатte.com](mailto:ian@mлатte.com) or +81-90-9200-8538 (10:00 – 18:00, Tokyo time) for additional information, advance access to <http://Chrysmela.jp>, additional photos, or to ask questions of Chrysmela's CEO, Eri Kikunaga (questions will be translated to Japanese, and answers translated back to English).