

When Turning Cast Offs into Cash *Reader's Digest* says consider Red SwanSM.

Narberth, Pa., Nov. 3 --The November 2009 issue of *Reader's Digest* suggests Red SwanSM when considering selling unwanted jewelry. With a multitude of online mail-in jewelry options, *Reader's Digest* notes that Red Swan is an option for consumers to consider.

“We are thrilled to be recognized by *Reader's Digest* as a reputable way to sell unwanted jewelry. Almost every street corner is offering to buy gold. The Red Swan model provides a creative way for women to make extra money by selling their unwanted jewelry from the comfort and privacy of their own home. Our outstanding customer service coupled with our satisfaction guarantee allows women to sell with confidence,” explained Amy Steel, President of Red Swan.

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.

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