NEWS RELEASE

Friday the Thirteenth Lives Up to the Hype for Banter

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In the world of body art, any Friday the 13th is known as Black Friday. With Fridays falling on the 13th of the month up to three times a year, fans of self-expression – from tattoos to body piercings – feverishly anticipate the "holiday." The origin of the craze is credited to a tattoo parlor in Dallas in 1995, when fans of body ink would get great deals on tattoos that usually were designed around the number thirteen. Nearly thirty years later, the rage has expanded beyond tattoos to the world of body piercings. (The number 13 in the designs and jewelry has also waned, making the day purely a celebratory time for self-expression and great deals.)

Just last week, Banter by Piercing Pagoda store in #1191 in Pittsburgh did 33 piercings, mostly in the nose and ear cartilage. Kayla Fischer, the location's Store Manager, said, "A Friday the 13th promotion is something we always talk about. By the middle of the week, we were already booked for the entire day." To put that into perspective, most Banter stores do 20 piercings a week.

From studs in noses, hoops in earlobes, and tiny loops in eyebrows, body piercing's popularity is on the uptick.

"Self-expression has been a growing trend for a while which is great because self-expression has always been a part of the Banter DNA," said Vice President Divisional Operations, Al Walizadeh. "While earlobe piercings have always been popular, people are expanding to cartilage, nose and eyebrow to name a few," he added.

Customers like the fact that all of Banter's jewelry – from diamonds and gems to precious metals – comes to them responsibly sourced. And they're comforted by Banter's expertise in piercings. "Most of our body piercers have many years of experience in the body-piercing world, being certified and meeting all certifications required by law," Al said.

The next Friday the 13th is poised to be an even bigger event. It hits in October. Already, tattoo parlors and piercing stores are looking ahead. "It will be our Black Friday event, for sure. The cards, the planets, they're all aligning for this one," said Barry Gresky, VP Operations Administration & Piercing Services for Banter.

As for last week's event, Kayla said, "Needle piercing has brought so many new people to our store that never shopped with us before. As for us, we just had fun and did what we love, helping people find jewelry they love and feel confident in."

Stay tuned for what Banter has in store for the hallowed day.

Banter by Piercing Pagoda is part of the Signet Jewelers family and has innovated tremendously over the last couple years, adding 29 in-line stores to their mall-based fleet allowing for more body piercings and an innovative

experience in Signet's fine jewelry value tier.

Learn more **at Banter.com**.