

Worthy Appoints Ezzie Schaffran as Vice President, Operations

Online Retail Expert to Support Expansion of Pre-Owned Luxury Goods Marketplace

NEW YORK and TYLER, Texas, July 8, 2014 /PRNewswire/ -- Worthy (www.worthy.com), a unique and secure online marketplace for pre-owned luxury goods, has named veteran jewelry and e-commerce executive Ezzie Schaffran as its first vice president of operations.

Mr. Schaffran is an accomplished and versatile e-commerce and internet retail executive with more than 13 years experience. Working from Worthy's New York headquarters, he will manage the company's infrastructure and auction processes.

Prior to joining Worthy, Mr. Schaffran served for more than 13 years at Ice.com, a leading online diamond and jewelry retailer. During his tenure, he worked his way from entry level agent to several management and leadership positions including manager, risk management; VP, client relations; VP, operations and risk management; and finally chief operating officer. Among his many accomplishments was helping to launch Ice.com into the Australian and Japanese markets and acting as team lead and customer advocate in the design, testing and launch of a content management system and for streamlining the company's call center operations.

"Ezzie is a highly successful e-commerce executive with a solid track record of strengthening operations and improving the customer experience," said Ben De-Kalo, founder and CEO, Worthy. "Adding world class talent like Ezzie to our team underscores our commitment to our customers and business partners to create the most dynamic pre-owned luxury goods market."

Mr. Schaffran was featured in an Internet Retailer Magazine cover story and has appeared as a speaker at the Internet Retailer Conference. In 2010, he was named best security professional in the retail industry by Information Security magazine.

He earned his Bachelor of Arts degree in Judaic Law from the Rabbinical College of America.

About Worthy

Worthy (www.worthy.com) is a unique online and secure marketplace for pre-owned luxury goods including diamonds, brand-named watches, jewelry, gemstones and precious metals. The company has developed an unbiased selling platform providing private sellers with the safest and quickest way to auction high-value items to a market of committed buyers and receive the best market value. By making the process simple and providing guaranteed item descriptions, Worthy makes it easy for pre-approved buyers to enjoy a steady stream of deals suited to their business needs. Worthy is headquartered in New York City with an operations center in Tyler, Texas and a R&D facility in Israel.