Form 5500-SF

Department of the Treasury Internal Revenue Service

Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation

Short Form Annual Return/Report of Small Employee **Benefit Plan**

This form is required to be filed under sections 104 and 4065 of the Employee Retirement Income Security Act of 1974 (ERISA), and section 6058(a) of the Internal Revenue Code (the Code).

▶ Complete all entries in accordance with the instructions to the Form 5500-SF.

OMB Nos. 1210-0110 1210-0089

2010

This Form is Open to Public Inspection

| Р | art I | Annual Report I | Identification Informa | ation | | | | | | | |
|------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------|-------------------|---------------|-------------------------------------|----------------------|-------------------------------------------------|--|--|--|
| For | calend | lar plan year 2010 or fis | cal plan year beginning | 01/01/201 | 0 | and ending | 12/31/2 | 2010 | | | |
| Α | This ret | turn/report is for: | x single-employer plan | | multiple-e | employer plan (not multiemployer) | one-participant plan | | | | |
| В | This ret | nis return/report is for: first return/report final return/report | | | | | | _ | | | |
| | | | an amended return/rep | ort | short plan | year return/report (less than 12 m | nonths) | | | | |
| C | Chack | box if filing under: | Form 5558 | |] .] | extension | , | DFVC program | | | |
| Ü | CHECK | box ii iiiiiig dildei. | special extension (ente | L r descrinti | ı | Occident | | | | | |
| D | art II | Pacia Plan Info | rmation—enter all reques | • | , | | | | | | |
| | Name | | rmation—enter all reques | itea inform | ation | | 1h | Three-digit | | | |
| | | 'ELRY CO. 401(K) PRO | FIT SHARING PLAN | | | | 10 | nlan number | | | |
| | | | | | | | | (PN) • 002 | | | |
| | | | | | | | 1c | Effective date of plan | | | |
| | | | | | | | 01 | 01/01/2009 | | | |
| | | sponsor's name and add 'ELRY CO. | dress (employer, if for single | -employer | · plan) | | ZD | Employer Identification Number (EIN) 13-3237859 | | | |
| 5 u | 02 | ZZIKI OO. | | | | | 2c | Plan sponsor's telephone number | | | |
| | WEST (| 30TH STREET | | | | | | 646-733-9894 | | | |
| | | K, NY 10001-4010 | | | | | 2d | Business code (see instructions) 448310 | | | |
| 3a | Plan a | administrator's name and | d address (if same as Plan | enoneor e | nter "Same | | 3h | Administrator's EIN | | | |
| D & | W JEW | ELRY CO. | 11 | 5 WEST 3 | OTH STRE | ÉT | | 13-3237859 | | | |
| | | | | H FLOOR W YORK | , NY 10001 | -4010 | 3c | Administrator's telephone number | | | |
| | lf the ne | ama and/ar FINI of the n | Jan ananar haa ahaarad a | inna tha la | at ration/ra | nort filed for this plan, anter the | 415 | 646-733-9894 | | | |
| 4 | | | per from the last return/repo | | | port filed for this plan, enter the | 40 | EIN | | | |
| | | | <u> </u> | <u>'</u> | | | 4c | PN | | | |
| 5a | Total | number of participants | at the beginning of the plan | year | | | 5 а | 3 | | | |
| b | Total | number of participants | at the end of the plan year | | | | 5b | 2 | | | |
| С | | | | | | vear (defined benefit plans do not | E 0 | 2 | | | |
| | • | • | | | | | 5c | □ □ □ | | | |
| | 6a Were all of the plan's assets during the plan year invested in eligible assets? (See instructions.) | | | | | | | | | | |
| D | | | | | | ions.) | | Yes No | | | |
| | | | | not use F | orm 5500- | SF and must instead use Form ! | 5500. | | | | |
| Pa | art III | Financial Inform | nation | | | T | - | | | | |
| 7 | Plan A | Assets and Liabilities | | | | (a) Beginning of Year | 00 | (b) End of Year | | | |
| a | Total | plan assets | | | | 200 | | 64000 | | | |
| b | | plan liabilities | | | . 7b | 200 | 0 | 0 | | | |
| <u>C</u> | | | 7b from line 7a) | | . 7с | 200 | 00 | 64000 | | | |
| 8 | | ne, Expenses, and Tran | | | | (a) Amount | | (b) Total | | | |
| а | | ibutions received or rec implovers | eivable from: | | . 8a(1) | | 0 | | | | |
| | | | | | | 440 | 00 | | | | |
| | • • | · | ·s) | | | | | | | | |
| b | ` , | ` | | | , , | | 0 | | | | |
| С | | ` , |), 8a(2), 8a(3), and 8b) | | | | | 44000 | | | |
| d | | , , , | t rollovers and insurance pr | | | | | | | | |
| | | | | | . <u>8d</u> | | | | | | |
| е | | | ctive distributions (see instr | , | . <u>8e</u> | | | | | | |
| f | Admir | nistrative service provide | ers (salaries, fees, commiss | sions) | . 8f | | | | | | |
| g | | · | | | _ | | | | | | |
| h | Total | expenses (add lines 8d | , 8e, 8f, and 8g) | | . 8h | | | 0 | | | |
| į | | , , , | ne 8h from line 8c) | | | | | 44000 | | | |
| - 1 | Trans | sters to (from) the plan (| see instructions) | | . 8j | | | | | | |

| Form 5500-SF 2010 | Page 2- 1 |
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| Part IV | Dian | (`haract | Orietics |
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If the plan provides pension benefits, enter the applicable pension feature codes from the List of Plan Characteristic Codes in the instructions: 9a

| | ii tiic pi | ian provides werrare benefits, enter the applicable werrare realtire codes from the cist of Fran Chara | iotorio | tic Oot | 203 111 | ine mana | CHOI13. | • | |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------|-------------|------------|-------|----------------|
| art | V C | Compliance Questions | | | | | | | |
| 0 | During | the plan year: | | Yes | No | | Amo | ount | |
| а | | Was there a failure to transmit to the plan any participant contributions within the time period described 29 CFR 2510.3-102? (See instructions and DOL's Voluntary Fiduciary Correction Program) | | | | X | | | |
| b | Were there any nonexempt transactions with any party-in-interest? (Do not include transactions reported on line 10a.) | | | | X | | | | |
| С | Was t | he plan covered by a fidelity bond? | 10c | | X | | | | |
| d | Did the plan have a loss, whether or not reimbursed by the plan's fidelity bond, that was caused by fraud or dishonesty? | | | | | | | | |
| е | insura | any fees or commissions paid to any brokers, agents, or other persons by an insurance carrier, nce service or other organization that provides some or all of the benefits under the plan? (See stions.) | 10e | | X | | | | |
| f | Has the plan failed to provide any benefit when due under the plan? | | | | X | | | | |
| g | Did the | Did the plan have any participant loans? (If "Yes," enter amount as of year end.) | | | | | | | |
| h | | is an individual account plan, was there a blackout period? (See instructions and 29 CFR I01-3.) | 10h | | X | | | | |
| İ | | was answered "Yes," check the box if you either provided the required notice or one of the tions to providing the notice applied under 29 CFR 2520.101-3 | 10i | | | | | | |
| art | VI P | Pension Funding Compliance | | | | | | | |
| 11 | | a defined benefit plan subject to minimum funding requirements? (If "Yes," see instructions and com | | | | | <u>. [</u> | Yes | X No |
| 2 | Is this | a defined contribution plan subject to the minimum funding requirements of section 412 of the Code | or se | ction 3 | 302 of | ERISA?. | . [| Yes | X No |
| | (If "Yes," complete 12a or 12b, 12c, 12d, and 12e below, as applicable.) | | | | | | | | |
| | a If a waiver of the minimum funding standard for a prior year is being amortized in this plan year, see instructions, and enter the date of the letter ruling granting the waiver | | | | | | | | |
| | | npleted line 12a, complete lines 3, 9, and 10 of Schedule MB (Form 5500), and skip to line 13. | | Г | 401 | l | | | |
| b | Enter t | he minimum required contribution for this plan year | | | 12b | | | | |
| | Enter the amount contributed by the employer to the plan for this plan year | | | | | | | | |
| d | Subtract the amount in line 12c from the amount in line 12b. Enter the result (enter a minus sign to the lef negative amount) | | | | 12d | | | | |
| е | Will the | e minimum funding amount reported on line 12d be met by the funding deadline? | | | | Yes | 1 | No | N/A |
| art | VII | Plan Terminations and Transfers of Assets | | | | | | | |
| 3a | Has a | resolution to terminate the plan been adopted during the plan year or any prior year? | | <u>.</u> | | | | Yes | X No |
| | If "Yes | ," enter the amount of any plan assets that reverted to the employer this year | | | 13a | | | | |
| b | Were all the plan assets distributed to participants or beneficiaries, transferred to another plan, or brought under the control of the PBGC? | | | | | | | | X No |
| С | | ng this plan year, any assets or liabilities were transferred from this plan to another plan(s), identify the assets or liabilities were transferred. (See instructions.) | ne pla | n(s) to | | | | | |
| 1 | 3 c(1) N | lame of plan(s): | | 13 | c(2) El | N(s) | | 13c(3 |) PN(s) |
| | | | | | | | | | |
| | | | | | | | | | |
| Cauti | on: A r | penalty for the late or incomplete filing of this return/report will be assessed unless reasonab | le car | ıse is | establ | ished | | | |
| Jnde SB or | r penalt Sched | ties of perjury and other penalties set forth in the instructions, I declare that I have examined this return MB completed and signed by an enrolled actuary, as well as the electronic version of this return ue, correct, and complete. | urn/re | port, ir | cludin | g, if appli | | | |

| SIGN | Filed with authorized/valid electronic signature. | 08/29/2011 | LARRY MANDEL | | | | |
|------|---------------------------------------------------|------------|--------------------------------------------------------------|--|--|--|--|
| HERE | Signature of plan administrator | Date | Enter name of individual signing as plan administrator | | | | |
| SIGN | Filed with authorized/valid electronic signature. | 08/29/2011 | LARRY MANDEL | | | | |
| HERE | Signature of employer/plan sponsor | Date | Enter name of individual signing as employer or plan sponsor | | | | |