

NEWS RELEASE

Embargoed until 12 November 2015

RJC CERTIFIES ABSOLUTE BRILLIANCE, INC.

LONDON - RJC announced today that Absolute Brilliance, Inc. has achieved Certification against the 2013 Code of Practices (COP) at its Diamond Trading, Cutting and Polishing facility in New York, USA. The 2013 COP was released in November 2013.

"It is a pleasure to announce Absolute Brilliance has been certified against the 2013 COP. The new provisions under the 2013 COP address important issues for our Members and their supply chain. We are thrilled to see Members achieving Certification against the standard and warmly congratulate Absolute Brilliance," says Andrew Bone, RJC's Executive Director.

The successful verification assessment was led by Alfonso Orellana from SGS United Kingdom Limited one of the independent third-party auditing firms accredited by the RJC.

"Absolute Brilliance is proud to have achieved certification by the RJC. This milestone confirms our company's commitment to ethical and responsible sourcing and business practices.

Our core values are and have always been to operate in a responsible and ethical fashion, and attaining RJC certification with provenance solidifies that goal, " said Harvey Lisker, CEO, Absolute Brilliance

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About RJC

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 600 Member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a <u>Full Member of the ISEAL Alliance</u> – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit <u>www.responsiblejewellery.com</u>

About Absolute Brilliance, Inc.

Absolute Brilliance is a third generation, family owned loose diamond company headquartered in midtown Manhattan. Absolute Brilliance maintains a state of the art diamond facility, with a finely trained team of gemologists and the latest diamond equipment. Absolute Brilliance has earned the trust of the country's finest retail jewelry companies.

Absolute Brilliance is the retail industry's premier choice for special order loose diamonds. Our vast owned/ on-hand inventory consists of all shapes, sizes, color and clarities. Our consistent quality and competitive pricing makes us the industry leader. However, retail jewelers all agree that it is the personalized and individual service that differentiatesAbsolute Brilliance from the rest.

For more information visit us at: www.absolutebrilliance.com

RJC Certification Information – Absolute brilliance, Inc.

RJC Certified Members