

NEWS RELEASE

Embargoed until 26 April 2012

RESPONSIBLE JEWELLERY COUNCIL CERTIFIES ASIAN DIAMONDS BVBA

LONDON - The Responsible Jewellery Council (RJC) announced today that Asian Diamonds BVBA, the Antwerpbased rough and polished diamond manufacturer, has achieved certification by meeting the highest ethical, social and environmental standards established by the RJC's Member Certification system.

"RJC is delighted to congratulate Asian Diamonds BVBA on its certification. The successful verification assessment was conducted by Stefaan Beirens from WF&Co., one of the independent third-party auditing firms accredited to the RJC's Member Certification system," says Michael Rae, RJC's Chief Executive Officer.

"At Asian Diamonds we are honoured to have become certified by the Responsible Jewellery Council. We believe that, being Asian Diamonds an honest and credible company, the RJC certification will further solidify our name and status in the diamond business. We feel that RJC certification is crucial to our future success in the business," says Hasmukh Sanghvi, Director, Asian Diamonds BVBA.

For further information please contact: Mila Bonini, Communications Manager, Responsible Jewellery Council Telephone +39 02 48002801, Mobile +39 334 5488723, <u>Mila.bonini@responsiblejewellery.com</u>

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 370 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum group metals jewellery products. The Council has developed the RJC Member Certification System, a certification system, which will apply to all Members' businesses that contribute to the diamond, gold and platinum group metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third-party auditors to verify their conformance with the RJC's Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at www.responsiblejewellery.com

About Asian Diamonds BVBA

Our company started in 1992 conducting Rough, Polish diamond business and also Industrial diamonds; we also have an operation in India for manufacturing in all range of diamonds. We have a joint family business which is our strength, power and productivity in the diamond world.

RJC Certification Information – Asian Diamonds BVBA

RJC Certified Members

www.responsiblejewellery.com

The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd. The Council for Responsible Jewellery Practices Ltd, First Floor, Dudley House, 34-38 Southampton Street, London, UK, WC2E 7HF. The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.