

NEWS RELEASE

Embargoed until 21 July, 2011

R STEINMETZ & SONS NV CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON – The Responsible Jewellery Council (RJC) today announced that R Steinmetz & Sons NV, the Antwerp – based diamond company, has become certified against the ethical, human rights, social and environmental standards established by the RJC Member Certification System.

"The RJC is delighted to congratulate R Steinmetz & Sons NV on their Certification. The successful verification assessment of R Steinmetz & Sons NV was conducted by Peter Warbrick from SGS," said Michael Rae, RJC's Chief Executive Officer.

"We are most proud to have achieved this important certification and we are pleased to be part of the RJC to support ethical conduct and sustainability within the jewellery supply chain," said Lior Levin, the group Marketing Director.

R Steinmetz & Sons NV is a subsidiary of the Steinmetz Diamond Group. Established in 1977 and located in the world's leading diamond centres, R Steinmetz & Sons NV supplies consistent and accurate rough diamond assortments to leading diamond manufacturers.

With seven decades of expertise and heritage in the diamond industry, the Steinmetz Diamond Group has a diversified interest in the diamond business - providing rough and polished diamonds to customers around the world, cutting and polishing rough diamonds in Botswana, South Africa, Namibia and New York.

RJC Certified Members have the benefit of recognition against an international certification system, supporting their own reputations and enhancing consumer confidence in the jewellery supply chain.

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

 $\underline{www.responsiblejewellery.com}$

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 310 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 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 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 R Steinmetz & Sons NV

Established in 1977 and located in the world's leading diamond centres, R Steinmetz & Sons NV supplies consistent and accurate rough diamond assortments to leading diamond manufacturers.

The Steinmetz Diamond Group, creators of the world's finest diamonds.

Known for its famous diamond creations, The De Beers Millennium Star 203.04 carat, D colour internally flawless pear shape and the Steinmetz Pink, 59.60 carat, internally flawless - the world's largest fancy vivid pink diamond ever graded. The group marketing arm has been innovative and creative through special exhibitions at the Smithsonian in Washington as well as 'Diamonds' at the Natural History museum in London.

Steinmetz is a proud sponsor of Formula 1 team Vodafone McLaren Mercedes and holds annually the Monaco and Singapore GP *Flawless Engineering Weekend*.

The main administrative offices are based in Geneva, Switzerland with a global presence in Antwerp, Tel Aviv, London, New York, Dubai, Mumbai, Hong Kong, Johannesburg, Gaborone and Windhoek. For more information please visit www.steinmetzdiamonds.com

RJC Certified Members

Gay Frères

Cartier

Raymond Bloch SA

Metalor Technologies SA

Rubel & Ménasché

Fred Meyer Jewelers and Littman Jewelers

CHANEL

AV10

Signet Jewelers

Chaumet

Aurum Holdings Ltd

Venus Jewel

Charles Perroud

Regal Imports Ltd

Crossworks Manufacturing Ltd

R Steinmetz & Sons