



NEWS RELEASE

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RESPONSIBLE JEWELLERY COUNCIL CERTIFIES !XAM DIAMONDS

LONDON - The Responsible Jewellery Council (RJC) announced today that Jaybee Trading Inc. t/a !Xam Diamonds, the Toronto - based custom jewellery manufacturer and retail boutique, has achieved certification by meeting the highest ethical, social and environmental standards established by the RJC's Member Certification system.

"RJC warmly congratulates !Xam Diamonds on its certification. The successful verification assessment was conducted UL Responsible Sourcing, one of the independent third-party auditing firms accredited to the RJC's Member Certification system," says Michael Rae, RJC's Chief Executive Officer.

"!Xam was founded on one core principle: transparency of process, from the mine all the way to the consumer's finger. Our certification with the RJC is a significant milestone on the road to achieving this objective. It is very important to us to manage our business while respecting the ethical, social and other guidelines put forward by an independent organization with the recognition and integrity of the RJC. As a small business, we are proud to grow in accord with RJC's values, which we share," says Terry Brenner, CEO of !Xam Diamonds.

For further information please contact:

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About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 440 member companies. RJC and its Members are 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. This commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products. The RJC has developed the RJC Member Certification system which applies to all Members' businesses that contribute to the diamond, gold and platinum metals jewellery supply chain. All Certified Members of the RJC are audited by accredited, third party auditors to verify their conformance with the RJC's Code of Practices. A voluntary Chain-of-Custody Standard has also been developed for gold and platinum group metals. The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com

About !Xam Diamonds

!Xam Diamonds was launched in October 2011 by 25-year veteran diamantaire Jeffrey Brenner and his brother, Terry Brenner. Jeffrey's career started at a polishing bench, then moved into rough diamond trading, followed by junior mining, where we was one of the founders of Rockwell Diamonds, Inc.

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.

The goal of !Xam (pronounced with a click and which means “*the people*” in the ancient San language) was to create a retail jewellery brand governed by a strict transparency process that allows no doubt regarding the provenance of their stones. The result is a fine jewellery custom-house in the downtown financial core of Toronto that focuses on exceptional quality of product and personalized service, while maintaining the highest levels of integrity. For more info please visit www.xamdiamonds.com.

[RJC Certification Information Jaybee Trading Inc. t/a !Xam Diamonds](#)

[RJC Certified Members](#)

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