



NEWS RELEASE

Embargoed until 25 January 2012

DE BEERS DIAMOND JEWELLERS CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON - The Responsible Jewellery Council (RJC) announced today that De Beers Diamond Jewellers, the global diamond jewellery brand, 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 De Beers Diamond Jewellers on its certification. The successful verification assessment was conducted by Peter Warbrick from SGS, one of the independent third-party auditing firms accredited to the RJC's Member Certification System," says Michael Rae, RJC's Chief Executive Officer.

"De Beers Diamond Jewellers is delighted to become an officially certified member of the Responsible Jewellery Council. This illustrates once more our permanent and total commitment to ensure that we offer our clients 100% peace of mind when purchasing a piece of diamond jewellery. This certification is a testament to that fact that every De Beers piece of jewellery has been responsibly sourced and crafted within the highest ethical, social, human right and environmental practices. We are pleased to be recognised by the RJC for our ongoing work in these areas," says François Delage, Chief Executive Officer, De Beers Diamond Jewellers.

De Beers Diamond Jewellers was established in 2001 as an independently managed and operated company by LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group, and De Beers SA, the world's premier diamond mining and marketing company.

For further information please contact:

Mila Bonini, Communications Manager, Responsible Jewellery Council

Telephone +39 02 48002801, Mobile +39 334 5488723, Mila.bonini@responsiblejewellery.com

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 350 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

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.

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 De Beers Diamond Jewellers

De Beers Diamond Jewellers is the ultimate destination for diamond jewellery. With over 120 years of diamond experience to draw on, De Beers Diamond Jewellers go well beyond the '4C's' of cut, clarity, colour and carat weight to capture unmatched Fire, Life, and Brilliance, providing the most beautiful diamonds in the world set in magnificent designs. The creation of timelessly elegant diamond jewellery – from selecting the world's finest diamonds to impeccable craftsmanship and sophisticated designs – is the De Beers difference, an absolute expression of the Art of Diamond Jewellery. De Beers is proud to be the only brand to demonstrate the beauty of its diamonds, using the De Beers Iris. This proprietary technology, found in each De Beers store provides clients with an objective way to see the beauty of their diamond through the eyes of an expert. More information on www.debeers.com

[RJC Certification Information – De Beers Diamond Jewellers](#)

[RJC Certified Members](#)

#

www.responsiblejewellery.com