

NEWS RELEASE

Embargoed until 1 February 2012

SIMA DIAMOND NV CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON - The Responsible Jewellery Council (RJC) announced today that Sima Diamond NV, the Antwerp-based diamond trader and rough and polishing manufacturer, has achieved certification by meeting the highest ethical, social and environmental standards established by the RJC's Member Certification System.

"RJC warmly congratulates Sima Diamond NV on its certification. The successful verification assessment was conducted by Ann Van Vlaenderen from WF&Co., one of the independent thirdparty auditing firms accredited to the RJC's Member Certification System," says Michael Rae, RJC's Chief Executive Officer.

"We are pleased to be part of the RJC family. We thank them for the hard work to improve the quality of the industry," says Monzer Nasser, Director of Sima Diamond NV.

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 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 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 Sima Diamond NV

Sima Diamond NV has more than forty years experience in trading of rough and polished diamonds. The company was established by Mr Ahmed Nasser in Antwerp in 1989, and has grown to become an established and respected rough and polished diamond dealer in the international market. Its success has been founded upon establishing a strong client base covering all the diamond centres encompassing both a mix of mature diamond companies with a long-term relationship and proven purchasing records, and dynamic and promising newcomers to the industry with the potential growth. More information on www.simadiamond.com

RJC Certification Information – Sima Diamond NV

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. **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.