NEWS RELEASE

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THE FAIR TRADE JEWELLERY COMPANY CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON - The Responsible Jewellery Council (RJC) announced today that the Fair Trade Jewellery Company, North America's first jeweller of Fairtrade&Fairmined Metals, 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 the Fair Trade Jewellery Company on its certification. The successful verification assessment was conducted by 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.

"We are extremely proud that the Fair Trade Jewellery Company's retail and manufacturing operations are now independently verified against the RJC Code of Practices which comply with and compliment the core values inherent to the Fairtrade&Farmined certified metals that we use in our production. Achieving RJC Certification is an important public commitment for any serious business dedicated to reducing the social and environmental impact of the jewellery industry. We believe that companies that work within the RJC are in the best position to bring about a completely ethical supply chain," says Ryan Taylor, Chief Designer and Co-Founder, Fair Trade Jewellery Company.

"The Council's outstanding work on chain-of-custody with a diverse set of stakeholders and representatives from the gold and platinum supply chain should be acknowledged as a massive achievement," concludes Mr Taylor.

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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 Fair Trade Jewellery Co.

The Fair Trade Jewellery Co., North America's First Jeweller of Fairtrade&Fairmined Metals has a unique mandate to explore, source and produce world's most ethical fine jewellery.

Using 100% Recycled or Fairtrade&Fairmined certified metals combined with Canadian diamonds the company manufacturers and distributes a core line of bridal and engagement rings along with limited edition designer pieces in Toronto, Canada. As a multichannel producer, the company also runs a flagship store in Toronto along with traditional retail channel and online sales.

For more information please visit http://www.ftjco.com

RJC Certification Information – The Fair Trade Jewellery Company

RJC Certified Members

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