



NEWS RELEASE

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CHARLES PERROUD CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON – The Responsible Jewellery Council (RJC) today announced that Charles Perroud, one of France’s major producers of gold jewellery, has become certified against the ethical, human rights, social and environmental standards established by the RJC Member Certification System.

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 more generally.

“The RJC is delighted to congratulate Charles Perroud on their Certification. The successful verification assessment of Charles Perroud was conducted by Camille Querleu from SGS. Joining RJC only in January 2011, they are indeed to be commended for the great dispatch in achieving their certification status,” says Michael Rae, RJC’s Chief Executive Officer.

“We are most proud to have achieved this important certification and we look forward to support and encourage the jewellery industry to follow suit,” says Pierre Lattard, Director General, Charles Perroud.

Charles Perroud was founded in 1880 and is well known as a designer and manufacturer of medals, earrings, pendants, necklaces and rings, employing 130 people and relying on a dynamic research and development department. The company’s success is due to its commitment to state-of-the-art technology in manufacturing. Charles Perroud is one of France’s major producers of gold jewellery, selling about \$22 million of it annually and exporting about 40% of total production.

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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 Charles Perroud

Founded by Laurent Perroud more than a century ago and developed by his son who gave his name to the company, Charles Perroud was one of the first jewellers to install smelting furnaces, vacuum-casting equipment and gem-setting machines. Today, with 130 employees, Charles Perroud uses computer-aided design and manufacturing, lasers and the latest in casting, stamping and finishing equipment in conjunction with traditional hand-fabrication and design methods. The company is best known for producing light, thin gold jewellery that allows a range of designs – including large, dramatic pieces – while keeping prices low. Its product lines include rings, charms, pendants and earrings.

| RJC Certified Members | |
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| Gay Frères | http://www.responsiblejewellery.com/downloads/certification/Certification_Gay_Freres.pdf |
| Cartier | http://www.responsiblejewellery.com/downloads/Certification_Info_Cartier.pdf |
| Raymond Bloch SA | http://www.responsiblejewellery.com/members/documents/CertificationInformation-RAYMONDBLOCHSA.pdf |
| Metalor Technologies SA | http://www.responsiblejewellery.com/members/documents/CertificationInformation-MetalorTechnologiesSA.pdf |
| Rubel & Ménasché | http://www.responsiblejewellery.com/members/documents/CertificationInformation-RubelandMenasche.pdf |
| Fred Meyer Jewelers and Littman Jewelers | http://www.responsiblejewellery.com/downloads/Certification_Information_Fred_Meyer.pdf |
| CHANEL | http://www.responsiblejewellery.com/members/retail_8_2245854335.pdf |
| AV10 | http://www.responsiblejewellery.com/downloads/Certification_Info_AV10.pdf |
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| Venus Jewel | http://www.responsiblejewellery.com/members/diamond_trad_cut_polish_19_2232612710.pdf |
| Charles Perroud | http://www.responsiblejewellery.com/members/Certification%20Information%20-%20Charles%20Perroud.pdf |

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www.responsiblejewellery.com

The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.
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