



## NEWS RELEASE

Embargoed until 14 November 2011

### EXCELLENT FACETS INC. / AMADENA LLC CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON – The Responsible Jewellery Council (RJC) today announced that Excellent Facets Inc. / Amadena LLC, the New York-based diamond cutting and polishing manufacturer, has achieved certification meeting the ethical, human rights, social and environmental standards as established by the RJC's Member Certification System.

“RJC is delighted to congratulate Excellent Facets Inc. / Amadena LLC on its certification. The successful verification assessment of Excellent Facets Inc. / Amadena LLC was conducted by Alex Katz from STR, 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 very proud and honoured to be certified by Responsible Jewellery Council. We strongly believe and are committed to the principles and code of practices set out by RJC for the ethical, environmental and social values,” says Deepak Sheth, CEO of Excellent Facets Inc. / Amadena LLC.

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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](http://www.responsiblejewellery.com)

#### About Excellent Facets Inc. / Amadena LLC

Established in 1997, New York based Excellent Facets Inc specializes in supplying fine quality Melees along with Natural Fancy Colored Diamonds in larger sizes to the customers demanding highest quality of the products, services and social value. More information on [www.amadena.com](http://www.amadena.com)

[www.responsiblejewellery.com](http://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**

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[\*\*Excellent Facets Inc. / Amadena LLC\*\*](#)

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