



PRESS RELEASE

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CONTACT

Ya'akov Almor

Tel: +972-52-352-2685

E-mail: almor@mdirect-business.com

WFDB Replaces Logo After 58 Years

Antwerp, June 7, 2005 -- The World Federation of Diamond Bourses (WFDB) has chosen a new logo to replace the one with which it has been identified since the organization was established in 1947.

The launch of the new logo is part and parcel of the WFDB's determination to develop the "WFDB Mark" - a symbol which will serve as a trademark that approved members of WFDB-affiliated diamond exchanges will be able to display to clients and suppliers, to confirm that they abide by the world federation's better business principles.

WFDB president Shmuel Schnitzer said that the launch of the logo is a small step on the road to develop the WFDB Mark, adding that the "WFDB's strategic plan involves accrediting the ethical standards of individual members of affiliated diamond exchanges, on condition that they ascribe to a range of strict business practices that will be described and audited by the WFDB."

"As we all have come to realize, the stakes of consumer confidence in our product—the diamond—are very high. Therefore, the WFDB feels it is imperative that the organization's profile will be seen and appreciated by the consuming public. Our strategic plan and the development of the WFDB Mark, and of the logo, are part of that effort. The WFDB was created to engender responsible and ethical business practices, and by showing to the public how we do this, we will be able to provide support to individual diamantaires," Schnitzer stated.

WFDB vice president Ernest Blom, who heads the WFDB Promotions Committee that coordinated the new logo's design and launch, said that the final version of the logo carries the slogan "Upholding Integrity Since 1947." "This is a clear reminder of our members' unremitting commitment to our organization's standards," he said.

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Editors: A high resolution, full color logo is attached.