



News Release

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WFDB Praises Marketing of 'Peace Diamond' To Bring Benefits to People of Sierra Leone

Antwerp, Belgium – November 10, 2017: The World Federation of Diamond Bourses (WFDB) has praised efforts to market the 709-carat 'Peace Diamond' – the world's 14th largest diamond – in order to secure the highest possible price for it at auction. The money raised from the sale of the giant diamond will be used to improve the lives of poor artisanal diggers and the people of Sierra Leone where it was discovered.

Since the diamond was found in a village that does not have clean water, electricity, medical facilities, a school, roads or bridges, the aim is for the proceeds after taxes to be used to provide vital, life-saving infrastructure and to improve the lives of tens of thousands of the poorest people in the world. The Rapaport Group is providing free marketing of the diamond worldwide to boost awareness of the stone and to secure the highest price for it.

"I believe this is a perfect example of the good that diamonds can do for some of the poorest people in Africa," said WFDB President Ernie Blom. "We, as an industry, don't tell the general public enough about the benefits that diamonds do for diggers and miners and their families across the African continent. This diamond is being sold in the right way, with the aim of providing the people of Sierra Leone with direct help in their everyday lives. We are not talking about luxuries, but basic amenities that are sorely missing. Diamonds can, and do, make the world a better place, and I hope this succeeds because it will clearly provide assistance to some of the neediest people in Africa," Blom added.

The Peace Diamond will be on display in Antwerp until November 15, before moving on to New York for viewing until the auction takes place on December 4. The Rapaport Group is facilitating viewing of the diamond, and interested buyers can contact the firm at: PeaceDiamond@Diamonds.Net or at its Antwerp office +32-3-232-3300 or New York office +1-212-354-9800.

The Rapaport Group is also asking the diamond trade to join its efforts to promote the Peace Diamond on social media by liking the Peace Diamond Facebook page, and participation in the Peace Diamond Video Challenge supporting the idea that "Diamonds That Make the World A Better Place" is open to everyone with a \$5,000 prize for the best video that attracts the most likes.



The 709-carat "Peace Diamond" whose sale will bring much-needed practical help to the people of Sierra Leone.

ABOUT THE WFDB:

The World Federation of Diamond Bourses has 30 affiliated bourse members and exists to protect the interests of affiliated bourses and their individual members, and also to further the amicable settlement or arbitration of disputes between individual members of the affiliated bourses and/or between affiliated bourses. The WFDB participates in the promotion of world trade and encourages the establishment of new diamond bourses. In 2012, it established The World Diamond Mark, a not-for-profit organization, to promote consumer desirability and confidence in diamonds.

Members of affiliated bourses pledge to uphold the traditions, principles of mutual trust, consideration and friendship which prevail among the members of the bourses world-wide. They also pledge themselves to abide by and hand down these principles and to ensure that they will forever serve as a basis in business relations between members of affiliated bourses.