



PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT

Ya'akov Almor

Tel: +972-53-522-685

E-mail: mrktdrct@zahav.net.il

Members of WFDB-affiliated diamond exchanges begin receiving World Federation e-mail accounts

Antwerp, Jenu 12, 2003 – The World Federation of Diamond Bourses (WFDB) has announced that it just allocated to a group of diamantaires—all of whom are members of one of the 23 diamond exchanges that are affiliated to the WFDB—personal e-mail addresses carrying the “@worldfed.com” suffix. As such, they become the first members of the diamond business who, when communicating by e-mail, are immediately able to identify themselves as being associated with diamond trade’s leading professional organization.

“This is excellent news,” said Michael Vaughan, the WFDB’s Secretary-General, who is coordinating the organization’s e-mail program. “E-mail today is a primary business communications tool, but it is inherently faceless. However, individuals who are able to show themselves as members of a bourse that has earned the right to WFDB membership immediately identify themselves as diamantaires of good standing and reputation. That is an invaluable asset in our trade, and it is one that can be indicated demonstrably by using the e-mail address to which they are entitled as members of WFDB-affiliated diamond exchanges.”

The WFDB’s e-mail program, said Vaughan, is the natural extension of the federation principal purpose, which is to support and protect the trade of diamonds worldwide. “The WFDB was built to support business among diamantaires who operate in the framework of bourses that often are great distances from one another. This program not only promotes business, in that it facilitates communication, but it also indicates that the diamantaire using the e-mail address is compliant with the rules and regulations of an organization that safeguards the free and fair trade of diamonds.”

Members of WFDB-affiliated bourses will be able to receive their “@worldfed.com” addresses and individual passwords through the secretariats of their individual bourses. They will be able to operate their accounts using standard e-mail programs—such as Outlook and Outlook Express—and also will be able to access their mail directly via the Internet through web mail.

The WFDB e-mail project is just one component in a comprehensive upgrade of the WFDB website, which is located on the Internet at www.worldfed.com. Originally created by Derek Parsons, the president of Diamond Dealers Club of the Southeast United States, which is located in Miami, the task of operating the site was transferred last year to the WFDB’s secretariat in Antwerp. “We hope to launch the fully updated site within a number of weeks from now,” Vaughan stated.

* * * * *