



PRESS RELEASE

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Diamond Industry leaders discuss consumer confidence issues with GIA

New York, February 14, 2010 - Industry leaders representing global diamond exchanges announced earlier this month that they met with the Gemological Institute of America (GIA) on January 27 in New York to discuss ways to continue to build consumer confidence in the diamond industry.

The leaders, Avi Paz, president, World Federation of Diamond Bourses; Artur Beller, president, Beurs Voor Diamanthatel, CVBA; and Moshe Mosbacher, president, Diamond Dealers Club, New York, held discussions with GIA executives Donna Baker, president and CEO and Thomas M. Moses, Senior Vice President of Lab and Research. Topics included an overview of GIA's ongoing work in treatment detection, international quality assurance standards, and robust suite of automated compliance controls.

"It was a productive and positive exchange of information and ideas that will greatly serve public and industry interests as we continue to work together for our constituents," Baker said.

The industry leaders said they rely on GIA's independent research and nonprofit mission to set and ensure global standards in the diamond industry. Moses said GIA depends on the bourses to help them uphold these standards.

"We especially appreciate the considerable time and commitment devoted by these esteemed diamond exchange leaders," he said. "We look forward to meeting again in the future as we work together to help ensure the public trust in diamonds."

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