

Buying A Diamond A Cut Above The Rest

(NAPS)—No matter how you cut it, buying a diamond is a major investment. To get the best diamond for your dollar, shop only with reputable diamond dealers who provide a grading certificate.



This free kit offers valuable advice on shopping for diamonds online.

You may be surprised to learn that the Internet can be a virtual gold mine for diamond shopping. Shopping on the Web can offer competitive pricing, convenience and privacy. Some online jewelers even offer design-your-own-ring features. If you plan on using a mouse to find a stone, it's a smart idea to research the following criteria:

- **A Sparkling Warranty.** Try finding sites that offer at least a 30-day guarantee on every diamond they sell. Otherwise, they might not be worth owning.

- **A Guaranteed Investment.** Some sites guarantee that the stone you buy will appraise at a higher value than the purchase price. Diamond.com guarantees that its stones will appraise at 150 percent of the sale price when brought to an independent appraiser.

- **A Ringing Endorsement.** Look for sites that sell diamonds certified by independent laboratories such as the Gemological Institute of America (GIA). The GIA in particular only certifies diamonds of the highest quality.

- **An Online Safety Net.** Shop only at sites with technology that protects personal information like your credit card number.

For more information and a free kit on buying a diamond online, log on to www.diamond.com, or call 1-888-DIAMOND.