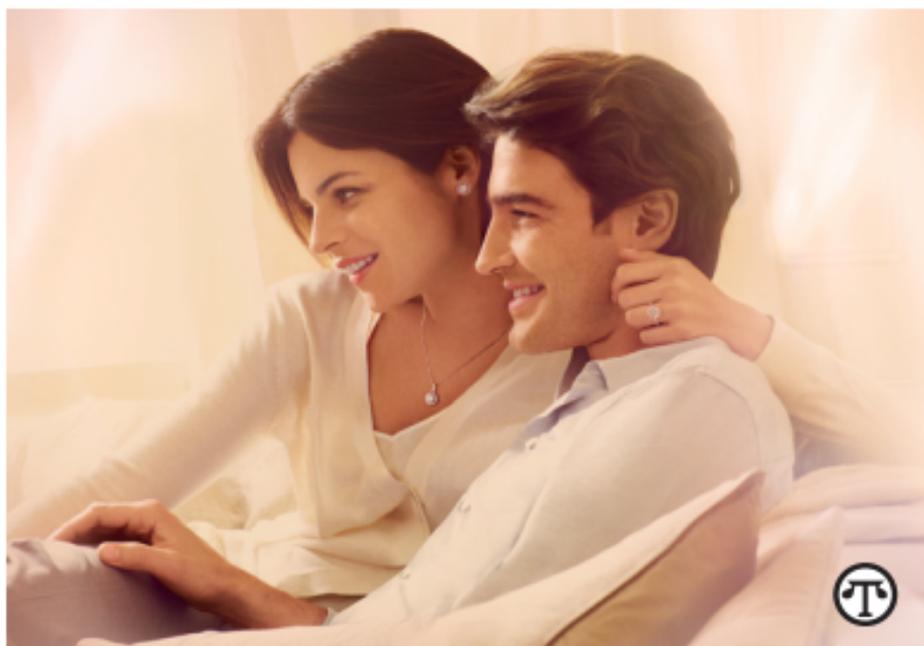




Diamonds: A Responsible Approach

(NAPSA)—There's good news for those who want to make sure the diamond they give came to the marketplace in a responsible manner.

The diamond industry has taken a number of steps to ensure that business, social and environmental standards are adhered to by companies that mine and sell these precious stones.



It's now possible to track diamonds from the mine to the display case.

For example, one of the best-known names in the industry employs what it calls a Pipeline Integrity Standard that allows it to track each stone—from the mine to the display case.

The Forevermark responsible sourcing standards apply throughout the entire journey of a diamond, ensuring that it can be owned and worn with pride.

For instance, when it comes to identifying a country of origin for its diamond buying, countries are selected based on a number of variables, including a positive and proven human rights record, a stable political climate and an acceptable socioeconomic situation.

Once a country has been determined eligible, Forevermark then examines individual diamond mining companies. It will look into the operations of each producer and key areas of its management, such as safety and security.

By maintaining its Pipeline Integrity Standard, Forevermark knows its diamonds are kept separate and are easily identifiable from all other diamonds throughout the supply chain.

To learn more, visit www.ForevermarkDiamond.com.