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FOR IMMEDIATE RELEASE

**Jewelers of America Helps Members  
Answer Consumer and Media Questions  
on De Beers Settlement**

*Information on the settlement was released widely to media and consumers on January 9*

New York, NY – As members of the jewelry trade grapple with whether or not to file claims in the proposed De Beers settlement, retail jewelers, the public face of the jewelry industry, are dealing with an additional challenge: How to answer questions from media or consumers who might wish to file claims. To assist its members, Jewelers of America has created three guidance documents to help them address these questions with confidence.

With the release on Wednesday, January 9th of De Beers settlement notice advertisements in newspapers, and press releases to print, radio and television journalists, retailers are likely to begin hearing from these audiences in the weeks ahead.

Jewelers of America's guidance documents will fully prepare JA retail members to answer questions about the De Beers settlement with assurance and knowledge. The three one-page documents cover: background on the case itself, guidance on how to answer consumers' questions, and guidance on how to answer media questions. Members can access the documents at Jewelers of America's website, [www.jewelers.org](http://www.jewelers.org), in the Members Only area.

"With the release of information about the De Beers settlement to consumers and the media, Jewelers of America wants to assist our members in answering the public's questions," says JA President and CEO Matthew A. Runci. "Jewelers of America and its counsel have had significant involvement in commenting on the De Beers settlement process and timing since it began several years ago, and we now want to ensure that our members are prepared, too."

De Beers settlement notices will continue throughout the winter and early spring. The notice campaign is expected to reach 87% of the consumer settlement class, which is defined as adults 18 and over with a household income above \$50,000.

Because the claims process will require consumers to itemize the amount of their purchases of diamond jewelry, consumers may ask retailers to research the purchase price of any diamond or diamond jewelry they obtained at their stores between January 1, 1994 and March 31, 2006. In addition, consumers may need information on where to go to file a claim, object to, or opt out of the proposed settlement. Jewelers of America's guidance documents are designed to provide jewelers with simple answers to these basic questions.

For more information about the De Beers Settlement, visit [www.diamondsclassaction.com](http://www.diamondsclassaction.com) or call 1-800-760-5431.

For more information on Jewelers of America, visit [www.jewelers.org](http://www.jewelers.org).

**ATTACHMENTS – THREE JA MEMBER GUIDANCE DOCUMENTS – Not For Publication**

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*For more information about Jewelers of America, visit [www.jewelers.org](http://www.jewelers.org).*

*Jewelers of America is the national trade association for retail jewelers. With 11,000 member stores, JA is both a center of knowledge for the jeweler and an advocate for professionalism and high social, ethical, and environmental standards in the jewelry trade. JA provides access to meaningful educational programs and services and leadership in public and industry affairs.*

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