



Jewelers of America press release

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JA Revamps Conflict Diamond Self-Assessment Tools for Members

Update for 2006 reinforces retailers' obligations to the Kimberley Process and System of Warranties

New York, NY – Jewelers of America has updated its Conflict Diamonds Self-Assessment Tools, a series of four one-page documents that provide simple guidance on steps retailers should be taking to fulfill their responsibilities to the World Diamond Council System of Warranties (SoW). The SoW supports the Kimberley Process Certification Scheme in ensuring that conflict diamonds do not reach the consumer market. The documents are available to JA members at the association's website, www.jewelers.org.

This year, JA has added a "Conflict Diamonds Key Messages for Media" sheet, which advises jewelers on the main points to emphasize if they receive calls from local media concerning the industry's actions in response to the conflict diamonds issue.

"JA has been at the forefront in educating our members about how to meaningfully support all efforts to rid the world of conflict diamonds," says JA President and CEO Matthew A. Runci. "When the System of Warranties went into effect in 2003, JA began a regular series of reminders to members about their responsibilities to require suppliers to provide them with the official SoW statement on all diamond and diamond jewelry invoices. Our 2006 update reinforces the message once more. "

"When every retailer in America is requiring the appropriate warranty of every supplier, then we can truly call our industry's participation a success story," says Runci.

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The four key documents that JA has posted to the Members Only section of its website (in the Responsible Business Practices archive) include:

- **Summary for Members.** Updates members on the key points of KP and SoW, with particular emphasis on retailers' responsibilities to the system.
- **Self-Assessment Checklist.** Helps retailers quickly assess their adherence to the WDC System of Warranties and functions to highlight areas where improvement is needed.
- **Sample Letter to Suppliers.** Gives members the language with which to communicate to suppliers about their obligation to provide retailers with the official SoW statement.
- **Sample Statement to Consumers.** Gives members sample language for a Conflict Diamonds Policy Statement to share with consumers who wish to know more about the industry's voluntary warranty system supporting the Kimberley Process. Includes the official SoW statement.

The **Conflict Diamonds Key Messages for Media** sheet includes three simple, core messages, as well as a second page of Hot Button Issue questions and suggested answers.

"JA members asked us to update the Self-Assessment Tools as a complement to the World Diamond Council's Confidence Pack," says Peggy Jo Donahue, JA director of public affairs. JA is one of seven associations that advised the WDC on the creation of the Confidence Pack.

JA also offered advice in the development of WDC's website, diamondfacts.org.

"Diamondfacts.org contains valuable information concerning the good that diamonds do for development around the world and especially in Africa. It also details efforts to work on remaining problems in the diamond supply chain, and I urge all retailers to visit it this fall – and recommend it to interested customers. It's a vital resource," says Donahue.

Jewelers of America is the national trade association for retail jewelers. With 11,000 member stores, JA also works locally through its 40 state and regional affiliates. JA advocates high social, ethical, and environmental standards, promotes professional business and leadership skills, and enhances its members' profitability through education, certification, marketing and cost-saving programs.

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