

The Cultured Diamond Foundation's success continues as the largest producer of cultured diamonds becomes a member

The Gemesis Corporation, based in Sarasota, Florida USA, the world's leading producer of gem quality cultured diamonds, has joined the Cultured Diamond Foundation.

The Foundation was established in June 2006 to promote the collective interests of parties engaged in the cultured diamond industry. The Foundation ensures that the highest ethical standards are upheld by its members, provides an objective source of information with regard to cultured diamonds and the promotion of cultured diamonds and cultured diamond jewellery. The Foundation provides an independent certification service for laboratory grown diamonds that grades the diamonds in accordance with international standards and nomenclature.

The decision by Gemesis to join the Foundation comes at time when diamonds, both mined and laboratory grown, are under the spotlight. The release of the emotive movie "Blood Diamonds" and the ongoing debate surrounding the nomenclature to be used to describe laboratory grown diamonds will focus the attention of all diamond industry trade associations in the months to come.

Roger Lappeman, Chairman of the Foundation, said in a statement "Gemesis joining the Foundation is great news. As the world's leading producer of gem quality cultured diamonds their input in the future development of the Foundation and the industry will be invaluable."

Clark McEwen, Chief Operating Officer of Gemesis commented "We have been watching the Foundation since the inception, it has acted in a very transparent and responsible manner and we believe that now is the time for Gemesis to get behind it and support it's efforts".

As the membership of the Foundation grows, its role in the ongoing development of the industry will become increasingly important. In the USA, discussions have reached an advanced stage with participants in the cultured diamond industry for the establishment of the US Chapter of the organization. According to Mr Lappeman the US Chapter will operate under the auspices of the Foundation at an international level whilst providing support at a national level to its members.

"There are an ever increasing number of participants in the industry that recognize the huge potential this exciting new sector has to offer", said Lappeman. "The three major international diamond grading laboratories (GIA, EGL and IGI) have all announced they will be issuing diamond grading reports in respect of laboratory grown diamonds. These important developments are clear indications that gem quality laboratory grown diamonds have progressed from being a scientific wonder to a commercial product offering a new dimension to the diamond industry. Cultured diamonds are real diamonds. They have the same optical, physical and chemical properties as any mined

diamond. They grow naturally in an environment created by man. The only difference between an earth grown diamond and a cultured diamond is their origin.”

The challenge facing the Cultured Diamond Foundation will be to provide a framework that will see the development of the laboratory grown diamond market to the benefit of its members, the consumer and the diamond industry in general.

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Media are requested to contact Michael Goch at Cultured Diamond Foundation on + 27(82) 255 77170 or email; info@createonline.com or www.culturediamondfoundation.com for further information.