

Contact:

Stephane Fischler, Secretary General

IDMA Announces JCK Grant for Diamond Development Initiative *(New York, January 30, 2008)*

The International Diamond Manufacturers Association (IDMA) today proudly announced that JCK Shows/JCK Magazine has approved IDMA's application to the JCK Industry Fund for a grant on behalf of the Diamond Development Initiative (DDI). According to Jeffrey Fischer, IDMA President, representatives of JCK Shows and JCK Magazine awarded DDI a grant to further develop its website, <http://www.ddiglobal.org>.

According to Fischer, IDMA has played an active role in DDI since DDI's formation in 2005. In Africa alone, more than one million artisanal diamond diggers and their families live and work in absolute poverty. Fischer said it is simply unacceptable to allow these conditions to continue. The DDI's Mission is to gather all interested parties into a process that will address, in a comprehensive way, the political, social and economic challenges facing the artisanal diamond mining sector in order to optimize the beneficial development impact of artisanal diamond mining to miners and their communities within the countries in which the diamonds are mined. DDI aims to address a fundamental problem identified by governments, civil society and industry in the alluvial diamond producing countries of Africa: the poverty and insecurity surrounding artisanal diamond mining. Recently, IDMA's Secretary-General, Stephane Fischler was elected to DDI's prestigious Board of Directors. Additionally, IDMA President, Jeffrey Fischer and IDMA director, Ben Kinzler were appointed as members of DDI's Advisory Board. Speaking on behalf of IDMA and its member associations worldwide, Fischer reiterated IDMA's longstanding commitment to the improvement of social and economic conditions throughout every sector of the diamond pipeline. According to Fischer, it is intolerable, from both an ethical and a professional point of view, for an industry which deals in a product that epitomizes love, to tolerate conditions of social and economic deprivation in the diamond pipeline. Today, NGOs and the diamond industry have become partners in an effort that aims to ensure that diamonds be an engine for development and not a tool for misuse. IDMA is proud to serve as an active participant in that partnership, Fischer said. On behalf of IDMA and the members of DDI, Fischer expressed his sincere thanks to JCK Shows and JCK Magazine. Fischer thanked JCK Publisher, Mark Smelzer, as well as Nancy Walsh, Dave Bonaparte and the other members of the selection committee.

According to Fischer, the grant to the DDI, demonstrated JCK's longstanding commitment to the diamond and jewelry industry and to the improvement of conditions in the industry worldwide. This is a matter that is critical in basic human terms to the health and welfare of artisanal diggers, and is at the same time, critical to the health and well-being of the jewelry industry in moral terms and social responsibility. Fischer also thanked DDI's board chairman, Ian Smillie for his dedicated leadership and for his invaluable assistance in the preparation of the grant application. Fischer reported that as a result of recent support from the government of Sweden and the Tiffany & Co. Foundation, DDI currently has a project fund for work in Africa, and is seeking its first Executive Director. However, said Fischer, funding for other important aspects of DDI's work remains extremely limited and further support is welcomed.

About IDMA:

The International Diamond Manufacturers Association (IDMA) was founded and convened for the first time in 1946 in Antwerp. It is committed to fostering and promoting the highest ideals of integrity and best practices throughout the diamond industry worldwide, as well as full compliance with all relevant national and international laws. Towards this end, the organization has developed and adopted a Code of Conduct which is binding on all members. IDMA also works to encourage fair and honorable practices and decent working conditions for those employed in the diamond industry; and to preserve, protect and promote the trust and confidence of consumers with respect to diamonds and diamond products. It encourages and supports social responsibility by the diamond industry worldwide.

IDMA seeks to take a unified leadership role on all issues affecting the industry and convenes bi-annually, at the same time as the World Federation of Diamond Bourses (WFDB). The Congress includes a session of the general assemblies of both organizations, where joint resolutions are passed on current issues of concern. IDMA played an active role in establishing the Kimberly Process and is a co-founder of the World Diamond Council. IDMA has 12 national member associations representing virtually all diamond manufacturers worldwide.

Visit the IDMA website at: <http://www.idma.net>. For further information, please contact IDMA at idma.net@gmail.com