Aurelia Jewels Ltd.

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Fax Cover Sheet

DATE:	October 3, 2000	**TIME:**	
TO:	Johanne D'Auray	**PHONE:**	
		FAX:	(819) 953-4792
FROM:	Ralph Tober	**PHONE:**	(604) 737-2973
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RE: **MARKETING OF CANADIAN DIAMONDS**

Number of pages including cover sheet: [*1*]

Message:

In response to the questions you posed with regard to diamonds here are my responses:

Question #1: A diamond is still a diamond when it is in its uncut, unpolished form. Diamond is the name of a certain mineral;

Question #2: Consumers consider a Canadian diamond to have come from a Canadian mine. Where the diamond has been cut has never been an issue with my clients. When I buy a Canadian diamond I expect that it comes from a Canadian mine;

Question #3: When purchasers are looking for a Canadian diamond they expect that it was mined in Canada. It is my opinion that consumers want a Canadian diamond because of a sense of patriotism or pride that they are "buying Canadian."

Question #4: It is industry standard when referring to diamonds and coloured gemstones to name a source. Sometimes source means where it has been cut and sometimes it means where it has been mined. Either way there are no guarantees in place and a source is nearly impossible for the average person in the industry to prove.

Thank you,

Ralph Tober
Goldsmith & Proprietor
Aurelia Jewels Ltd.