

HAMMOND JEWELLERS
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Attention: Johanne D'Auray

September 19, 2000

Re: INDUSTRY CANADA: CONSULTATION WITH INDUSTRY ON ISSUE OF
MARKETING OF CANADIAN DIAMONDS

1. A diamond is deemed to "come into being" when FOUND/MINED in Canada.

The same reason a South African diamond is called a South African diamond - because it is found there.

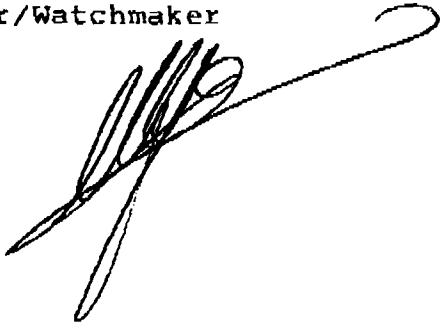
2. Consumers and Trade Buyers perceive the terms "Canadian Diamond" to mean:

That the diamond was FOUND, MINED, CUT, and POLISHED in Canada.

3. Purchasers' of "Canadian Diamonds" expect their diamonds to be MINED, CUT, and POLISHED in Canada.

4. The origin of a diamond, gem or other stone is the place it is FOUND/MINED.

Alf Kiilerich
Owner/Watchmaker

A handwritten signature in black ink, appearing to be 'Alf Kiilerich', written in a cursive style with a long, sweeping tail that extends to the right.