

-----Original Message-----

From: REILANDER JEROME [mailto:jaylyn.jewellers@home.com]

Sent: September 12, 2000 5:19 PM

To: D'Auray, Johanne: #CB - BC

Subject: Canadian Diamond

Dear Johanne D'Auray

In response to your review of the promotion and advertising of diamonds.

1. When should a diamond be determined to "come into being" Why?

A diamond comes into being once the stone is mined. Once the rough leaves the country the origin can no longer be traced.

I believe it is imperative to stipulate the Canadian diamond rough has not left the country. This allows the Diamond industry as well as the consumer the knowledge to know how the stone has been mined. With all the problems happening in Sierra Leone it gives jeweller's an option to boycott the stones coming from this country and buy Canadian.

2. What do consumers and trade buyers perceive the terms "Canadian diamond" and "Diamond of Canada" or equivalent Canadian typical symbols or words to mean?

The diamond rough is mined from the Ekati mine and cut and polished by Sirius Diamond.

3. What are purchasers' expectations when they seek out a "Canadian diamond"? 1. Mined in Canada, 2. mined, cut and polished in Canada 3. cut and polished in Canada?

Mined in Canada, cut and polished in Canada.

4. Is it industry practice to refer to the origin of a diamond as the place it is mined or the place it is cut?

The place it is mined and cut.