

Fax

To: Johanne D'Auray **From:** Jason S. Bosa
Fax: 819 953-4792 **Pages:** 1
Phone: **Date:** 09/20/00
Re: Marketing of Canadian Diamonds **CC:**

Urgent For Review Please Comment Please Reply Please Recycle

With regards to the questionnaire which deals with the marketing of Canadian Diamonds, we respond as follows:

- 1) A diamond comes into being at the time it is (or was) created by nature. The diamond always was and always will be a diamond – simply because it is not cut and polished does not negate the fact that it is a diamond (albeit in the rough).
- 2) The terms “Canadian diamond” and “Diamond of Canada” are perceived by us to mean that the diamond was mined in Canada.
- 3) When a purchaser seeks out a Canadian diamond, in our experiences, they are looking for a diamond which has been mined in Canada.
- 4) It is our practice to refer to the origin of a diamond, gem or other stone as the place it is mined as this is where the stone originated by nature.

Sincerely,



Jason S. Bosa
Vice President

PALLADIO