

NEWS RELEASE

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RJC CERTIFIES DANA AUGUSTINE INC.

LONDON - RJC announced today that Dana Augustine Inc. has achieved Certification against the 2013 Code of Practices (COP) at its manufacturing and wholesaler facilities in Kennesaw and Tampa, USA.

"It is a pleasure to announce Dana Augustine Inc. has been certified against the 2013 COP. The provisions under the 2013 COP address important issues for our Members and their supply chain. We are delighted to see Members achieving Certification against the standard and warmly congratulate Dana Augustine Inc.," says Andrew Bone, RJC's Executive Director.

The successful verification assessment was led by Gennie Sanchez from SGS United Kingdom Limited, one of the independent third-party auditing firms accredited by the RJC.

"We are proud to achieve certification from the Responsible Jewellery Council. Our company has always valued responsible and ethical business practices. Providing high quality jewelry to our customers in an environment that fosters fair business practices, excellent customer service and compliance with the highest standards of our industry, have always been goals of Dana Augustine, Inc. This RJC Certification shows our dedication to and compliance with the best practices and worldwide standards applicable to the jewelry industry," says Dana Augustine, CEO and President of Dana Augustine, Inc.

For further information please contact:

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About RJC

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 800 Member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a <u>Full Member of the ISEAL Alliance</u> – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit <u>www.responsiblejewellery.com</u>

About Dana Augustine Inc.

Since 1981 Dana Augustine has designed and made exceptional fine jewelry while providing special shows to local jewelers with his nationwide Diamond and Restyling Events. Dana Augustine's inspiration and passion are part of every detail of his fine jewelry. His commitment to Quality and "Creating the Touch of Love" ™ is your assurance that every Dana Augustine ring is designed and manufactured to last and will bring you a lifetime of joy and memories.

Dana Augustine's constant goal is to provide our customers with jewelry of uncompromising quality at the best value with the assurance that you can rely upon the experience, reputation, and integrity of a company which has done exactly this for over thirty-five years. Our jewelry is available to you through fine jewelry retailers nationwide. For more details please refer to our website at: www.DanaAugustinelnc.com

RJC Certification Information – Dana Augustine Inc.

RJC Certified Members