

GCAL diamondprofile®

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www.CDEdiamonds.com

CERTIFIED DIAMOND EXCHANGE GOES LIVE

GCAL's Free Site Makes it Easy to Buy, Sell and Trade

Late in 2007, GCAL launched Certified Diamond Exchange (CDE), the free website where JBT-listed retailers, wholesalers and manufacturers can buy, sell and trade their inventory of GCAL certified diamonds.

CDE's aim is to provide an accessible online source of GCAL certified diamonds. Unlike any other online diamond exchange, CDE has a critical layer of protection because each diamond is backed by GCAL's Zero Tolerance 4Cs Consumer Guarantee. This guarantee assures buyers that every diamond listed on the site was independently graded and verified and is protected with a money-backed guarantee.

Buyers will save precious time finding just the right diamond, readily available for sale because a dedicated CDE employee runs the site—including confirming JBT listing of registrants, uploading certs, updating prices, and removing listed stones that are no longer available.

One of the first reported CDE sales was a 2 carat-plus, GCAL Certified "Triple Ideal Cut", D-color internally flawless round diamond. "As more and more people become familiar with GCAL—what it stands for, the integrity and ethics in which it operates—the more demand there is

for GCAL Guaranteed Certified diamonds. We are excited about providing an additional incentive for retailers to purchase GCAL diamonds from the CDE platform on which these diamonds are easily traded," says Don Palmieri, President, GCAL, Inc.

"GCAL has always been at the forefront of utilizing new technologies to create the most consistent and accurate atmosphere in which diamonds are certified."

CDE intends to be one of the most heavily marketed diamond trading sites and is backed by the resources of Collectors Universe, the parent company of GCAL and CDE. Inventory will be aggressively marketed directly to the best buyers in the marketplace through an advertising campaign in multiple trade publications, online announcements and repetitive direct mail to over 30,000 buyers, sellers and manufacturers in the diamond trade. Sellers can submit diamond inventory to GCAL for certification and then have the diamonds marketed to over 30,000 domestic retailers, manufacturers and dealers all for the price of the certificate with no hidden costs or commissions.

Logging on requires registration at www.CDEdiamonds.com. The process is quick and simple and limited to members of the trade only. CDE will not be available to the consumer.

"GCAL has always been at the forefront of utilizing new technologies to create the most consistent and accurate atmosphere in which diamonds are certified," says Donald A. Palmieri, President of GCAL. "This focus on technology has enabled us to offer such exclusive features as Gemprint®, direct assessment light performance, the Gemfacts interactive Digital Certificate, and many other value added benefits to our customers. CDE will be no different with regard to GCAL's focus on technology and value added services. We will be constantly looking for ways to improve the site, its efficiency, and the experience of both the buyer and seller."

SELL WITH CERTAINTY

GCAL's e-Learning is Online

Whether you are hoping to merely improve your GCAL diamond cert knowledge, or are looking for superior selling tips to start the new year right, our new e-Learning program will give you all the advantage you need

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NOTE FROM THE PRESIDENT

Donald A. Palmieri

Welcome to the first edition of GCAL's Diamond Profile® Newsletter. We will cover a range of gemological topics, services, market information and new features on a timely basis.

GCAL, a rapidly growing worldwide diamond certification company, is a division of the publicly traded collectible certification company, Collectors Universe (CLCT, NASDAQ). In total, Collectors Universe divisions – GCAL is one of seven – certified over three million high value items worth over 1.7 billion dollars last year.

We have developed or acquired state of the art diamond grading, identification, and light performance technology allowing us to offer the only "Premium Diamond Grading Certificate". This guaranteed certificate is backed by a corporate-wide warranty reserve of our publicly traded parent company.

This issue brings in depth descriptions of two of our free advanced services: **GCAL e-Learning** to help you understand the many exclusive features of a GCAL guaranteed certificate, and **CDE – Certified Diamond Exchange** which provides a free diamond exchange platform, business to business for any industry member who wishes to buy, sell or trade GCAL certified diamonds.

Please put us to the test of certifying your diamonds, training your staff and bringing more value to your diamond offerings, and more profits to you.

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Publisher: Donald A. Palmieri

Editor: Pamela Palmieri

Creative Director: Matan Sella

Contributors: Sharrie Woodring, Angelo Palmieri

Production: Linda Osofsky

580 Fifth Avenue LL, New York, NY 10036

212-869-8985 | dap@gemfacts.com

www.gemfacts.com

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If you have questions or suggestions, please send directly to me – dap@gemfacts.com.

SELL WITH CERTAINTY

GCAL's e-Learning is Online

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to enhance your bottom line. A series of free online courses that is essential training for any diamond salesperson, e-Learning provides in-depth understanding of all of GCAL's advantages.

Learn the ins and outs of the most secure certificate on the market—the only one available with the money-backed GCAL Zero Tolerance 4Cs Consumer Guarantee



This online program is divided into three sections for easy comprehension. Simple slideshows with detailed images guide you through important points, index terms, and diamond vocabulary. The first section, About GCAL, is an overview of our history, exclusive services and features.

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This includes categories like Gemprint® technology, laser inscriptions, optical brilliance, and photomicrographs, among others.

The second section, the GCAL Certificate, focuses on our product. Learn the ins and outs of the most secure certificate on the market—the only one available with the money-backed GCAL Zero Tolerance 4Cs Consumer Guarantee. GCAL's premium Guaranteed Diamond Grading Certificates bundle all the essential quality grading information with security data and visually highlights the individual beauty of each diamond.

The last section, Selling with GCAL, will give you all the pointers you need to successfully make the sale. Small quizzes are presented as you make your way through the slides, reinforcing the tips you have learned along the way.

e-Learning provides in-depth understanding of all of GCAL's advantages.

To find out about e-Learning, log on to www.gemfacts.com.



CDE REWARD CARD

For a limited time, all newly registered CDE members will receive a CDE Reward Card good towards \$100 credit on a diamond purchase made through the site within 30 days of registration. Sending the CDE seller the serialized card upon purchase redeems this one-time-only reward, and then the seller is subsequently reimbursed by GCAL for every card redeemed.

GCAL CIRCLES THE GLOBE

Members of the GCAL team have been circling the globe in recent months. Whether representing GCAL at trade shows or speaking in front of prominent industry audiences, the message of guaranteed certificates and ethical diamond dealing remains a priority.



Howard Pomerantz, 2007 China Int'l Diamond Conference, Shanghai, China.



Howard Pomerantz (right of speaker) Moscow Diamond Conference, Russia



Don Palmieri, Michael Haynes and Howard Pomerantz at the CIBJO Meeting at The United Nations Headquarters Geneva, Switzerland.



Howard Pomerantz, Sharrie Woodring, Angelo Palmieri and Don Palmieri IJIS-India International Jewelry Show, Mumbai.

CUSTOMER SPOTLIGHT



F. Gale Carpenter

Big Island Jewelers, Kailua-Kona, Hawaii
www.bigislandjewelers.com

A recent CDE promotion rewarded a newly registered member with a \$1,000 credit toward CDE diamonds. The November 2007 winner was F. Gale Carpenter of Big Island Jewelers in Hawaii. "I can't wait to redeem my reward card on one of the GCAL Guaranteed Certified Diamonds," Carpenter said. "I look forward to replenishing my diamond inventory in the near future."



GCAL at CENTURION 2008

Join GCAL at Centurion 2008 as we become a first-time sponsor of the highly successful fine jewelry show. Stop by from February 2-6 so we can update you on all of GCAL's endeavors over the past year.

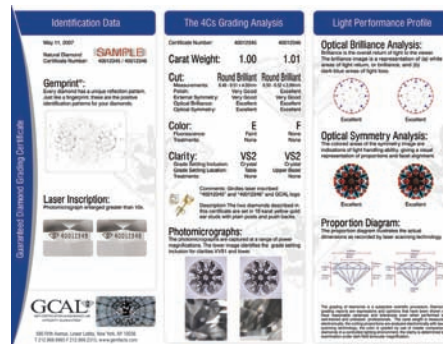
All registered Centurion retailers have automatically been signed up as members of CDE, and \$100 CDE Reward Cards will be available for pick up at Centurion. When Centurion retailers pick up their CDE \$100 Reward Card they will be entered into a drawing for a chance to win one of three \$1000 CDE Reward Credit Cards good for the purchase of diamonds on CDEdiamonds.com.

Also See Us at the Following Shows:
IJT 2008 Jewellery Tokyo, HKJJA Show, JSA Security Show, JA New York Winter & Summer, CIBJO, JCK Las Vegas

CELEBRATE THE SEASON

Valentine's Day

With one of the biggest jewelry holidays of the year quickly approaching, diamond studs should be high on your inventory list for Valentine's Day. The perfect romantic gift, studs never go out of style.



Did you know that GCAL offers a special 'Perfect for Pairs' diamond cert. This guaranteed certificate lets you and your customer see both stones on one certificate, including two separate photomicrographed laser inscriptions. Love is in the air!

IDEX INCENTIVE

Need another reason to sign up for CDE? Besides the advantages of a free online portal to buy and sell your GCAL certified diamonds, with registration you'll also receive this complimentary gift:

You will be eligible to become a full member of the IDEX® Online Diamond Trading Network for 90 days free of charge. This \$210 value subscription includes access to the largest diamond inventory available at www.idexonline.com as well as a complimentary subscription to IDEX® Magazine, a leading industry publication.

*To learn more, log onto www.gemfacts.com and click the IDEX link.

In the Next Issue of Diamond Profile

- Diamond Grading Tips
- Diamond Market Analysis
- Economic Forecast



SURFING THE WEB

The jewelry industry has gone high-tech! Make the most of the Internet.

1. www.jic.org/vlog. JIC educates on the hottest trends in designer jewelry.
2. www.diamondfacts.org. Sponsored by WDC, everything you need to know about the Kimberley Process, diamond regulation, industry concerns & issues pertaining to mining countries.



Buy - Sell - Trade

www.CEdiamonds.com

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580 Fifth Avenue, Lower Lobby
New York, NY 10036

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