

A DIEMOND

Fix it. Now. And Forever.

You made a commitment. You promised that you would warranty diamonds as conflict-free. You said it was forever.

Over 3.7 million people have died in diamond-funded conflicts. Diamonds have also financed terrorist organizations, including al Qaeda. Under commitments made in 2003 through the Kimberley Process Certification Scheme (KPCS), governments certify diamonds as conflict-free by setting up diamond control systems designed to eliminate "conflict diamonds." The diamond industry agreed to police itself to support the Kimberley Process using a warranty system tracking diamonds from mines all the way to retail stores.

But now? Those diamonds from Ivory Coast? You thought you wouldn't get caught. That I wouldn't find out. But I did.

In 2005, the UN discovered diamonds are still funding conflict in Ivory Coast. Government controls are weak and poorly enforced, allowing conflict diamonds to enter the legitimate trade. Research by Global Witness and Amnesty International in 2004 revealed that conflict-free warranties are rarely available with diamond purchases, and in 2006 that some conflict diamonds are certified as conflict-free. Governments and industry betrayed the public's trust, by failing to live up to their commitments.

I don't want a diamond in the rough anymore. You made mistakes in the past, but you have one more chance to change. I want to see action. Now. If it happens again, I'll remember.

Governments and industry must fix the flaws in the system, so that warranties and certificates aren't meaningless words on paper.

Here are a few things you can do:

- Sign, detach, and mail the letter provided; please add your own thoughts about blood diamonds on the back of the letter
- If you pass by a jewelry retailer, stop to share your concerns about diamonds with the manager; ask him/her to take action and press for change
- Share this information with friends and family

When you're buying jewelry:

- Use Amnesty and Global Witness' Buyer's Guide www.amnestyusa.org/diamonds/BuyersGuide.pdf
- Wherever you shop, tell the store manager you want him/her to take action and press for strong certification systems for diamonds

For more easy ways to help eliminate conflict diamonds, visit:

Global Exchange: www.globalexchange.org.

For further information:

Blood Diamond Action: www.blooddiamondaction.org
Amnesty International: www.amnestyusa.org/diamonds
Global Witness: www.globalwitness.org

GLOBAL  EXCHANGE

Please detach this strip and mail it to: Eli Izhakoff, Chairman and CEO, World Diamond Council, 580 Fifth Avenue, New York, NY 10036



Dear Mr. Izhakoff:

DIEMonds.

Over 3.7 million deaths have been attributed to diamond-funded conflicts. Death and diamonds are now intertwined public images.

Fix it.

The public can only trust that diamonds are conflict-free if

- Governments strengthen controls and enforcement to stop the diamond industry from trading in conflict diamonds and
- The diamond industry develops a comprehensive tracking system from mine to point of sale that is independently audited to give consumers assurances that diamonds are conflict-free

I am calling on the World Diamond Council to immediately press the diamond industry and the Kimberley Process Certification Scheme for these changes and any other actions necessary to ensure that diamonds will never again fuel conflict.

Now. And Forever.

While the diamond industry was dragging its feet on this issue in the late 1990s, thousands of peoples' arms and legs were amputated in the conflict in Sierra Leone. Now the industry is in a race against time. A warranty system is a starting point. But it will only satisfy consumers if it is backed up with concrete measures to ensure that the diamonds are conflict-free. Otherwise, conflict diamonds can still jeopardize the entire industry. Conflict diamonds threatened to cripple the industry once. Only decisive action, not public relations, will make diamonds conflict-free forever.

If a consumer pays a fortune for a diamond, its conflict-free warranty shouldn't be worthless.

Signed,

_____ address: _____