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LAUNCH OF DIAMOND BOURSE OF CANADA SLATED FOR (DATE)

**World's Newest Diamond Bourse Now Located in Historical Venue,
Installing Fully Equipped Facilities; Has All Approvals to Proceed**

Toronto, Ontario (date).....The industry's newest diamond bourse is celebrating its official opening in Canada on January 27th in what has become the world's third largest diamond producing country -- producing 2.4 billion dollars in diamonds last year.

What began in February, 2010 as a meeting to explore the feasibility of a diamond bourse in Canada has now become a reality as the country's diamond bourse opens its doors early next year. It will now play a part on the global stage as one of the few countries in the world to offer all the critical elements necessary to the diamond industry – from mining to safe and secure trading to retailing.

The bourse has made tremendous progress in a few short months. A strategically located venue has been secured in the heart of the diamond district – specifically, the Confederation Life Building at 20 Richmond Street East in Toronto. This 3,100 square foot facility is a historical site that the city has designated as a heritage property. It will feature, among other things, a custom bonded warehouse, a trading floor, and inspection facilities with a fully equipped lab.

The bourse, its Chairman of the Board, Bhsuhan Vora, and many of its founding members have already had the pleasure of receiving several visitors and delegations from around the world, including the bourse representing the Diamond Association of China, government officials, and industry leaders.

In addition, Vora has been invited to the President's meeting of the World Federation of Diamond Bourse and the International Diamond Manufacturers' Association – an experience that will, no doubt, make the Canadian organization even stronger and more relevant for those in the industry.

These past and future meetings are resulting in many key learnings, including the fact that several bourse have shared that the process of building such an industry organization and its membership is not a process that takes weeks. It can take months or even years to attract members who see the tremendous value in participating.

"I think the Canadian diamond trade is a cautious group", says Vora. "And that's not necessarily a bad thing. We know we have to prove the value of what we can offer via this bourse. And I believe that once the trade sees the substantial benefits of this organization to their own business, they'll come on board. Our founding members have been in this industry for a long time, and they immediately saw the great merit of having a bourse here in Canada. And I thank all of them for their hard work and commitment to make this great idea a reality."

By way of background, The Diamond Bourse of Canada will provide a safe and secure venue for diamond dealers to meet to buy and sell rough and polished diamonds, offering its customers increased efficiency, costs savings, and greater convenience via on-site and on-line access, as well as international credibility. Services like shipping and customs will be tailor-made for diamond trading purposes. And the tax advantages may prove to be one of the organization's most valuable benefits.

There are several levels of membership for the Diamond Bourse of Canada, and they can be accessed on-line at www.diamondbourse.ca. Although the website is currently under construction, it will be complete upon the grand opening of the bourse at which time industry leaders, government officials and other dignitaries can visit and tour the bourse for the first time.