



For Immediate Release

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World Gemological Institute Introduces World Loupe to Wide Acclaim at JCK Las Vegas

Paso Robles, CA – June 17, 2008 – The World Gemological Institute (WGI), an international diamond grading and research center which is part of the Israel Diamond Institute Group of Companies, recently introduced its World Loupe™ at the JCK Las Vegas Show. Produced as a promotional item and given away free at their booth during the show, the loupe provides both a white light component and a UV light for detecting fluorescence in diamonds.

“The World Loupe was a tremendous success and a very popular item at the show,” said Barak Green, World Gemological Institute Vice President of Strategy and Business Development for the United States. “People came to our booth very excited to see the loupe for themselves after hearing about it from others. It created quite a buzz, and we were very pleased with everyone’s response to it,” Green added.

For more than 30 years, the World Gemological Institute has aided the Israeli diamond industry with its diamond grading services. In 2007, WGI began a program of global expansion in an effort to help retailers with improved reports and services based on consumer research. “When thinking of a special giveaway for the JCK Show, we decided to create something that represented the goals of the World Gemological Institute – that is, helping individuals and companies in the diamond industry to do their job more easily and efficiently. Frankly, we were a bit surprised by the overwhelming demand for the item, as we gave away almost 1,200 loupes in four days,” Green stated.

The World Gemological Institute is currently discussing options for producing larger quantities of the World Loupe and considering making them available for purchase. Several companies expressed their willingness to carry the loupe as an item on their websites along with their desire to purchase co-branded World Loupes to be used as promotional items for their own businesses. "WGI was happy to provide an item considered so useful to so many people. This is just one example, along with the recent consumer research we conducted with MVI Marketing Ltd., of WGI's goal to place service to the diamond industry at the core of our mission."

To learn more about the World Gemological Institute and their diamond grading reports and services, or to schedule a presentation for your company, contact them directly at (877) 944-5944 (toll free in the U.S.) or visit their website at www.worldgemology.org.

Founded in 1977, World Gemological Institute is a state of the art diamond grading facility as well as a gemological research and education center. The World Gemological Institute is poised to help define the next generation of diamond grading services. In addition, World Gemological Institute also undertakes innovative gemological research to raise industry standards and benefit diamond consumers worldwide.

The Israel Diamond Institute Group of Companies is a non-profit body representing all of the organizations and institutions involved in the Israeli Diamond Industry. It is responsible for marketing and business promotion; technological R & D; expansion of rough sources; professional training; publishing professional literature and industry magazines, and security consultancy. For more information about The Israel Diamond Institute please visit www.israelidiamond.co.il.

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