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From: Tannis Bilkoski [mailto:tannisb@hotmail.com]

Sent: September 20, 2000 5:38 PM

To: D'Auray, Johanne: #CB - BC

Subject: Canadian Diamonds

Canadian Diamonds,

We deem a diamond comes into being when it is mined.

Our experiences with consumers indicate that either mined & cut in Canada or mined & cut outside of the country still makes the origin being Canadian desirable. The consumer is thrilled that they are mined here.

We feel that there should be a differentiating wording- Canadian Diamond, mined & cut in Canada and perhaps Diamond of Canada if it were cut elsewhere. But there is no real way to authenticate that being the case, is there? We understand the problem and are fully enthralled with Canadian Diamonds and don't know how best to deal with this situation.

General practice with other gemstones refers to the country of origin in the description of source.

We love them and think that the future of these questions need long term and careful consideration.

J.B. Jewellers Calgary Ltd.