



Natural Diamond Council and Diamond Standard Collaborate to Introduce Diamonds as Investable Asset to Leading US Retailers' Customers

New Retailer 'Affiliates Program' Taps Leading Jewelry Stores to Offer Diamond Standard Coins and Bars

NEW YORK, May 17, 2023 -- Natural Diamond Council, the leading authority and information resource about diamonds for consumers and the jewelry industry, announced [a strategic collaboration](#) with Diamond Standard, the developer of the world's only market-traded and regulator-approved diamond investment product. This collaboration aims to enhance the visibility of Diamond Standard's unique Coins and Bars through a Retailer Affiliates Program, designed to showcase and provide access to Diamond Standard's core investible offerings.

Diamond Standard has successfully transformed natural diamonds, an untapped trillion-dollar asset, into the first truly fungible asset. By leveraging blockchain technology, the company has also standardized the value of diamonds, creating a uniform system. Natural diamonds are an ethically sourced, rare and finite natural resource. Similar to the gold, silver, and uranium markets, the demand for diamonds is expected to drive price appreciation. Demand for diamonds has seen record growth since 2019.

"Institutional investors have begun to acquire diamond commodities. Through the Natural Diamond Council and influential retailers, we want to enable consumers to benefit from this building demand – they already appreciate the beauty, scarcity and value," said Cormac Kinney, CEO and Founder of Diamond Standard.

Diamond Standard Coins & Bars have revolutionized the investment landscape by unlocking the potential of natural diamonds as an investable asset, complete with a daily market price and liquidity. These fungible diamond offerings already trade on a spot market and have received approval as "good for delivery" to settle futures contracts.

In collaboration with Diamond Standard, the Natural Diamond Council will develop educational materials that outline the investment profile of diamonds, as well as the environmental, social, and governance characteristics associated with Diamond Standard's offerings.

"This collaboration presents a unique opportunity to educate a wider audience on the inherent value of natural diamonds in an alternative way, while extending Diamond Standard's reach to leading retail jewelers in the U.S.," stated David Kellie, CEO at Natural Diamond Council.

A carefully selected group of prestigious jewelry stores will be chosen to showcase the regulated and audited Diamond Coins and Bars, further increasing consumer awareness of this newly accessible natural resource. These assets are already held by thousands of professional investors, family offices, and funds. The educational materials will emphasize the role of diamonds in diversified portfolios, as well as the preservation of value and inherent scarcity that distinguishes natural diamonds from lab-grown alternatives.

Consumers will have the opportunity to purchase these commodities exclusively from Diamond Standard. However, by utilizing a designated retailer's code, they will enjoy special benefits, including free shipment or custody at Brinks. In turn, the retailer will receive a commission, marketing materials, collateral and branding support, as well as comprehensive training on the advantages and mechanics of these products.

"In addition to arming the consumer with alternate avenues to gain exposure to diamonds, this venture promises tremendous value to participating retailers as well," said Greg Kwiat, CEO at Kwiat Diamonds. "As a brand and retailer, this offers a natural extension and complements the natural diamond jewelry proposition in-store, as well as customer retention and loyalty."

Kwiat emphasized the additional value that participating retailers will gain from this venture. "The program highlights the enduring value of natural diamonds and gives consumers alternative avenues to access diamonds as an asset class. It also seamlessly complements the in-store natural diamond jewelry offering," said Kwiat.

Retailers wishing to apply to participate in the Diamond Standard affiliate program should visit: www.diamondstandard.co/retail or email retailers@diamondstandard.co

About Diamond Standard Inc.

Diamond Standard Inc. is the creator of the world's only regulator-approved diamond commodities. By unlocking diamonds as a market-traded asset, Diamond Standard is providing access to a natural resource currently worth \$1.2 trillion – more than the value of silver and platinum combined. A breakthrough hard asset that can be transacted as a blockchain token, the diamond commodity provides diversification, potential inflation protection, and a new store of wealth for institutional and individual investors, while bringing transparency and efficiency to the diamond supply chain. To invest brilliantly, visit www.diamondstandard.co

About Natural Diamond Council

Only Natural Diamonds, brought to you by the Natural Diamond Council, is the definitive destination for all things natural diamonds. We provide inspiration, insights and information on the world of real, natural diamonds recovered from the earth. This includes a behind-the-scenes look into the natural diamond industry, the latest trends in diamond jewelry design, as well as education and tips on how to buy the perfect engagement ring and other diamond jewelry.

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