



JAMES O POAG JEWELLERS  
POAG'S CHINA & GIFTS  
*Established 1959*

*Unforgettable moments...*  
THAT'S THE POWER OF POAG'S

### **James O. Poag Jewellers Ltd. Policy of Conflict Diamonds**

James O. Poag Jewellers Ltd. is committed to the ongoing efforts to stop the trade in conflict diamonds. In January 2003, governments, non-governmental organizations and the diamond industry created an intergovernmental agreement called the Kimberley Process in an effort to eliminate conflict diamonds from being traded. James O. Poag Jewellers Ltd. participates in a voluntary program of self-regulation to compliment the Kimberly Process. Through the diamond industry's efforts and as announced by Kimberley Process authorities in 2004, well over 99% of the world's diamond supply is certified to be from sources that are free from conflict. James O. Poag Jewellers Ltd. will continue to do its part to ensure the diamonds we sell are certified from legitimate sources not involved in funding conflict and in compliance with United Nations resolutions. James O. Poag Jewellers Ltd. requires our suppliers to have a statement similar to the following on all invoices for diamond product.

*"The diamonds herein invoiced have been purchased from legitimate sources not involved in funding conflict and in compliance with United Nations Resolutions. The undersigned hereby guarantees that these diamonds are conflict free, based on personal knowledge and/or written guarantees provided by the supplier of these diamonds."*

Other efforts we have made include the selling of Canadian diamond product and our Ultimate Ideal cut diamonds. Our Ultimate Ideal cut diamonds are tracked from mine to consumer and come with a written warranty for the consumer stating that the diamond has come from "Legitimate, Ethical sources in compliance with United Nations resolutions". The company that cuts our Ultimate Ideal cut diamonds is also a member of the "Council for Responsible Jewellery Practices". Members of this group must abide by the "Code of Practices" which addresses child labor, discrimination, work hours and compensation, environmental issues and the Kimberly Process.

#### **What are Conflict Diamonds?**

Conflict Diamonds are rough diamonds mined and used by rebel movements or their allies to finance armed conflict aimed at undermining legitimate governments. Primary areas of concern are rough diamonds mined in Angola, Sierra Leone and Congo.

#### **What is the Kimberly Process?**

Kimberly Process is an international certification process that regulates the trade in rough diamonds. There are many detailed requirements that companies in the diamond industry must comply to sell diamonds involved in regulating the Kimberly Process. The process includes certifying the diamonds from the origination in rough stage to finished process sold to the consumer.

#### **In Closing**

James O. Poag Jewellers Ltd. knows that one conflict diamond is too many and will make any effort we can to assist in the elimination of conflict diamonds. James O. Poag Jewellers Ltd. continues to make efforts to educate our clients and the general public because as an educated and responsible consumer there are many options available for conflict free diamonds and the income from legitimate diamond mining and processing improves many lives in many countries.

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