



PRESS RELEASE

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World Diamond Council launches upgraded website, to serve as resource in campaign against conflict diamonds

NEW YORK, USA: October 28, 2010 – The World Diamond Council has launched an upgraded corporate website, which the organization intends will serve as a resource for the international diamond and jewelry sectors about the campaign to end the trade in conflict diamonds. The new website, which replaces the version created more than six years ago, is located on the web at www.worlddiamondcouncil.org.

The new World Diamond Council website, in addition to supplying background information about the WDC, its membership, office holders, directors, committees and statutes, will provide a wealth information about the efforts to stem the trade in conflict diamonds, and will provide access to documents, photographs and video material. Visitors to the homepage of the website will be updated immediately with news about developments in the World Diamond Council and in the campaign against conflict diamonds.

The WDC's new website at www.worlddiamondcouncil.org is one of two websites provided by the organization. The other is DiamondFacts.org at www.diamondfacts.org, which is oriented for jewelry consumer and emphasizes the positive role played by the diamond industries in the economies and societies where diamonds are mined and processed.

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