

For Immediate Release

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**PONAHALO DIAMONDS ACHIEVE \$6.3 MILLION
AT CHRISTIE'S NEW YORK JEWELS SALE**

- **A Portion Of The Proceeds Benefit The Diamond Empowerment Fund, Co-Created By Russell Simmons**
 - 102.11 carat diamond sold for \$4,114,500
 - 70.87 carat diamond sold for \$2,154,500

New York – The **Ponahalo Diamonds**, two magnificent diamonds weighing 102.11 and 70.87 carats, cut from a rough diamond of 316.15 carats, sold for \$4,114,500 and \$2,154,500. A portion of the proceeds from the sale of the Ponahalo Diamonds will be donated to the Diamond Empowerment Fund, a non-profit co-founded by Russell Simmons. The diamonds highlighted Christie's *Jewels: The New York Sale* and *Superb 20th Century Jewels from an American Collection*, which totaled \$29.4 million.

Russell Simmons, co-creator of Diamond Empowerment Fund comments: "I'm extremely pleased at the way this initiative for educating and empowering Africans through the sale of diamonds is taking off. We are thankful to Steinmetz for choosing the Diamond Empowerment Fund and, through DEF, the students at the Maharishi Institute for this great gift."

The buyer, Amer Radwan of Radwan Diamond and Jewelry Trading in Dubai comments: "I am delighted to have acquired these beautiful gems and to have helped the donation to the Diamond Empowerment Fund."

Lior Levin, Global Marketing Director of Steinmetz, would like to "Congratulate the new owner for an excellent purchase of the Ponahalo Diamonds. These exquisite gems have completed a long journey from the Venetian mine in South Africa to the master craftsmen at Steinmetz. They are bestowed with the Forevermark, insuring the Diamonds' absolute integrity, in support of local communities in Africa."

Ponahalo Diamonds

In 2005, a rough diamond of 316.15 carats was discovered, the largest ever to emerge from the De Beers Venetia mine. Following the tradition of naming very special diamonds, the name Ponahalo was given by Jonathan Oppenheimer, Head of the Chairman's Office De Beers Group. In Sotho, the tribal language spoken by the Venda tribe in the area of South Africa where the gem was mined, Ponahalo translates as "vision."

The Steinmetz Diamond Group, one of the leading diamond manufacturing and trading groups in the world, were entrusted with the honor of cutting the 316.15 carat stone, and expertly produced four polished diamonds, leaving one in its rough form. It took eighteen months to shape the two largest diamonds, weighing 102.11 and 70.87 carats, into rectangular cut gems.

The Ponahalos are Forevermark diamonds. They have been inscribed with the Forevermark icon and a unique Forevermark identification number which symbolizes the Forevermark promise of assurance, quality & integrity.

The Diamond Empowerment Fund

The Diamond Empowerment Fund is a non-profit, international organization dedicated to empowerment in Africa through funding education programs in African countries where diamonds are a natural resource.

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*Estimates do not include buyer's premium

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