

NEWS RELEASE

AGS LABORATORIES, LLC

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American Gem Society Laboratories Promotes “The Real Ideal”

Monthly podcast strikes a cord with jewelry industry bloggers and consumer mass media

September 4, 2008, Las Vegas, NV. The AGS Laboratories, LLC continued their monthly consumer education series this summer with the distribution of a podcast titled, “The Real Ideal.” The podcast, featuring the commentary of John Pollard of Infinity Diamonds, tackles the notion that the term “ideal,” as it pertains to diamonds and more specifically diamond grading and diamond grading reports, has become generic, thereby creating consumer confusion – especially for would-be diamond buyers doing their primary diamond-buying research online.

“Unfortunately, the bulk of the confusion comes from diamond sellers who use the word “ideal” but leave the AGS Laboratories standards behind,” said Pollard. “The word “ideal” grew so popular that sellers began using it to sell their diamonds. The problem was, while they used the word “ideal” they didn’t adopt the AGS standards. Over time this spread and the Internet has only added to the confusion.”

“The Real Ideal” garnered attention from both the jewelry industry and consumer mass media. Nearly 500 comments related to the topic were posted at the industry forum, pricescope.com. Consumer media covered “The Real Ideal,” with features appearing on the websites of the *Los Angeles Times*, the *Houston Chronicle*, and *The Dallas Morning News* to name a few.

Available for download at agslab.com and on iTunes, “The Real Ideal” provides a detailed definition of the term “ideal” and simple actionable tips for consumers to identify a “real ideal” cut diamond. Introduced by the AGS Laboratories over ten years ago, the term “ideal” refers to the highest possible grade the Laboratory assigns to a diamond’s cut.

“Today, the only way to ensure you have a “real ideal” cut diamond is to make sure the diamond is accompanied by an AGS Laboratories grading report,” said Frank Dallahan, President and CEO of the American Gem Society Laboratories. “Our laboratory introduced the Ideal Cut Diamond and we’re the only diamond-grading laboratory with an objective and scientifically vetted method of evaluating a diamond’s cut.”

To download all of the American Gem Society Laboratories podcasts, visit agslab.com or search “American Gem Society Laboratories” at the iTunes store. The AGSL podcasts are available at no cost.

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The AGS Laboratories, created in 1996, is committed to protecting the consumer by providing unbiased grading reports based on the highest standards of diamond grading. The AGS Laboratories provides diamond-grading reports based on the highest standards of diamond grading and offers the only scientifically peer reviewed, objective and repeatable cut grade method in the industry. For more information on the AGS Performance-Based system, or any of their products and services, please visit www.agslab.com or email marketing@agslab.com.

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