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WORLD'S LARGEST FANCY VIVID PINK ENHANCED DIAMOND – THE 10.09-CARAT “PROVO ROSE” FROM SUNDANCE DIAMONDS – TO BE AUCTIONED IN DUBAI

OREM, UT, March 13 – Sundance Diamonds announced today that it will place its 10.09-carat enhanced diamond, called the “Provo Rose,” in the Tzoffey’s 1818 auction taking place during the International Colored Gemstone Association (ICA) Congress in Dubai on Wednesday, May 9, 2007. The “Provo Rose” is the largest fancy intense or vivid color enhanced pink diamond in the world.

“The Provo Rose is one of the most beautiful pink diamonds I have ever seen,” according to Avner Sofiov, President of Tzoffey’s 1818. “Fancy Intense Pink diamonds are exceptionally rare, whether made by Mother Nature or enhanced by Sundance Diamonds. We think there will be a lot of interest from collectors and dealers.”

The natural diamond was transformed last year to a permanent fancy vivid pink color using advanced high pressure high temperature (HPHT) and other technology developed by Sundance Diamonds. The company is the world's leading HPHT diamond processing service company.

“To our knowledge this is the first time an enhanced diamond has been brought to auction,” said Russ Myers, Sundance Diamonds Manager. “We’re excited about participating in the Tzoffey’s auction and showcasing an enhanced diamond of this caliber to Dubai dignitaries and ICA Congress attendees.”

The “Provo Rose,” which was unveiled at the 2006 JCK Las Vegas International Jewelry Show, is a classic 58-facet round diamond with VS2 clarity. It has been set in a platinum pendant surrounded by 0.77 carats of diamond. The Gemological Institute of America (GIA) graded the “Provo Rose” as a Fancy Orangey Pink with an even saturation of color, and good polish and symmetry.

The Tzoffey’s 1818 auction will feature an extraordinary collection of diamonds, precious stones and jewelry and is expected to attract attendance from throughout the Dubai area. The ICA Congress takes place from May 6-9.

Tzoffey's 1818 is a privately owned auction house holding auctions worldwide and specializing in diamonds, precious stones, and rare jewelry. Tzoffey's 1818 has organized many significant and successful auctions in Paris, Basel, Hong Kong, the USA and Colombia.

Sundance Diamonds is the only professional HPHT processing and servicing company in the world. The majority of its business is in transforming brown Type IIa diamonds into colorless and near colorless ranges, with an average outcome for Type II diamonds in the E-F colorless range.

Sundance Diamonds has experience in processing brown diamonds in all sizes, from 0.25 to 60 carats, into colorless, fancy intense, and vivid colors. Earlier this year Sundance Diamonds produced, from a brown diamond, the world’s largest HPHT processed fancy intense yellow diamond, a 20-carat round.

Sundance Diamonds is a division of U S Synthetic, the world’s largest manufacturer of polycrystalline diamonds for use in oil and gas exploration. Both companies are located in Orem, Utah. The parent company is the Dover Corporation, a worldwide diversified manufacturer of proprietary products and components for industrial and commercial use, headquartered in New York City.

For more information about Sundance Diamonds, contact Jim Littman, Director of Business Development, at 760-419-9292, or email: info@sundancediamonds.com.

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