

Contact: **Rob Galloway**
General Manager
Sundance Diamonds
1260 South 1600 West
Orem, UT 84058
(801) 235-9001

June 13, 2003
FOR IMMEDIATE RELEASE

Sundance Diamonds Announces HPHT Diamond Processing Services

Sundance Diamonds, a division of U.S. Synthetic (USS), a world-leading company in HPHT technology, has announced the launch of its HPHT diamond-processing service for the diamond industry.

Sundance Diamonds can change brown and cape diamonds to fancy colors including yellow, orange, and green, and Type II diamonds from unmarketable colors to the colorless or near-colorless.

“Sundance Diamonds will offer unparalleled HPHT quality and superior customer service for our customers,” said Sundance Diamonds Chief Executive Officer Louis Pope. “We have a foundation built on years of experience in High Pressure/High Temperature processing, and we are committed to actively address industry needs and concerns regarding HPHT processing.”

Sundance Diamonds will offer a full range of services, immediately including:

- Pre-check analysis, to determine suitability of stones for HPHT processing before performing the process
- Unprecedented dedication to the industry regarding HPHT education, research and disclosure
- Helping interested parties secure the right supply of starting materials, and aiding them in the selling process

Sundance Diamonds will insist on a new standard for ethics and disclosure, and is committed to assisting industry laboratories and institutions with HPHT detection and research. Over the past year, they have met and worked with most grading laboratories, and industry organizations such as the Diamond Manufacturers Industry Association and the Jewelers Vigilance Committee.

(More)

“Our goal is to create a professional, reliable service that will enhance the profitability for all industry professionals that have unmarketable brown diamonds,” said Pope. “We are offering the opportunity to create attractive fancy color and clear diamonds to be sold in a disclosed manner.”

U S Synthetic is the world’s largest manufacturer of synthetic diamonds for use in oil and gas drilling. Its reputation for innovation, customer service and high-quality in the area of HPHT provides the technology and processing ability to serve the worldwide diamond industry.

####