

Antwerp –Tuesday 27th January 2009

**Groundbreaking online cash market for diamonds launched**

The world's first online electronic diamond exchange was launched today. Based in Antwerp, Belgium, the diamond capital of the world, it will enable polished diamonds to be globally traded like other commodities. See the trading platform at [www.exchange.dodag.com](http://www.exchange.dodag.com)

DODAQ (Dealers Organisation for Diamond Automated Quotes) offers two-way auctions for individual categories of polished diamonds, thus creating real time spot prices and the first cash market for diamonds. The two-way auction mechanism provides price transparency to eliminate the mystery of diamond pricing and allows the market to decide fair value, just as markets for stocks, currencies and other commodities are determined.

DODAQ is open to all, both within and outside of the industry, enabling diamonds to be realised for the first time as an asset class, and an alternative investment opportunity to gold. It provides both a liquid entry and resale point for investors representing a revolutionary step in the evolution of the global diamond industry, bringing it up to date with 21<sup>st</sup> Century trading practices and also provides the necessary vaulting to solve the burden of physical ownership.

All client funds are held by ABN AMRO Bank and DODAQ uniquely offers instantaneous settlement, steering the industry away from the current reliance on credit. CEO Simon Okuniew said: "DODAQ is a cash market. For us to guarantee settlement we need to be satisfied that the diamond is real and this is achieved through certification. The system calls for the original certificate which will then be checked to verify that the certificate and diamond match. They are then sealed so that at no stage can they be handled. The diamonds are then sent to our specialist vault in the Freeport of Geneva which is run by our professional custodian Malca-Amit, one of the most respected security and storage operators in the world with a 21-year proven track record."

Specific changes in the diamond industry as well as progressions in technology and trends prompted the establishment of the DODAQ exchange. Simon Okuniew said: "In recent years certifying diamonds has become an industry standard. By standardising diamonds we are realistically able to call them a commodity and therefore trade them as such. All global markets are traded electronically so the logical next step was to create a fully automated electronic exchange for diamonds."

DODAQ is currently offering online webinars for those wishing to understand the trading platform which can be arranged on the homepage at [www.DODAQ.com](http://www.DODAQ.com) where a simulator version of the exchange is available. They also welcome visitors to their popular demonstration room at their offices in Antwerp.

NOTE TO EDITORS:

-DODAQ offers a centralised global marketplace for participants to buy and sell, or hold diamonds within a global trading network.

-All diamonds held remain the outright property of its owner and are stored in a specialist facility reserved exclusively for DODAQ clients.

-All funds are held by ABN AMRO Bank (a company wholly controlled by the Netherlands government)

-Traders have the right to withdraw diamonds from the vault at any time.

-Purchases and sales are settled instantaneously and DODAQ offers no credit.

For more information on DODAQ please visit [www.DODAQ.com](http://www.DODAQ.com) or contact Simon Okuniew or Benjamin Spivack (COO) at [press@dodag.com](mailto:press@dodag.com) or telephone +32 (0)3 485 7378.