



PRESS RELEASE

FOR IMMEDIATE RELEASE

Diamond Brightness the Focus of Litigation Between Major US Diamond Retailers

Kfar Saba, 13 January 2013 - Singapore Exchange Mainboard listed Sarin Technologies Ltd ("Sarin" or "the Group") (U77:SI), a worldwide leader in the development, manufacturing, marketing and sale of precision technology products for the planning, processing, evaluation and measurement of diamonds and gems, as a service to the public, would like to bring to its investing public's attention an ongoing litigation between two leading US diamond retailers revolving around a diamond's brightness, a, if not the, key parameter of a diamond's Light Performance.

As reported by Rapaport's Diamonds.Net (please refer to the following links: <http://www.diamonds.net/news/NewsItem.aspx?ArticleID=41903> and <http://www.diamonds.net/news/NewsItem.aspx?ArticleID=41911>), and other newspapers, such as the Wall Street Journal, the Dallas Morning News and the ABA Journal (http://www.abajournal.com/news/article/judge_to_consider_suit_challenging_most_brilliant_diamonds_claim_by_zales_j/), two of the United States' major diamond retail chains have become involved in a legal tussle over issues concerning diamonds' brightness, bringing this issue to the forefront of the diamond industry's focus. As one may find from perusing the arguments being made by both sides, the issues being contested relate to what a diamond's brightness really is, how it is measured, how it is compared, how an accepted standard of brightness is lacking, how the opposing sides measured their diamonds' brightness using various existing systems, possible shortcomings of the methodologies employed, etc.

Uzi Levami, Sarin's CEO, noted that "the pointed focus of the litigation on this intriguing issue may indeed create an opportunity for Sarin's new cutting edge Sarin Light™ technology. Our system has been developed according to our highest possible technological standards, and is based on the accurate scientific analysis of non-saturated imagery of the polished diamond,



collected using unique patented methods. From this imagery we derive repeatable unambiguous measurements of the gem's reflected light, the overriding physical property defining a diamond's perceived brightness, among other parameters. We have assessed the Light Performance of over twenty thousand polished diamonds, in a broad range of sizes, clarity grades, cut grades and colours. Our tests have shown significant correlations between our measured data and the stones' perceived value, as manually sorted, as well as other key objectively measured criteria, such as the all-important Cut (refer to Mr. Bill Boyajian's, a previous President and CEO of the Gemological Institute of America (GIA), January 3rd blog on the overriding importance of the Cut grade - <http://billboyajianassociates.com/category/blog/> ; anecdotally, the image in the article is that of a Galaxy™ inclusion mapping system)."

Mr. Levami further commented that "We have already demonstrated to potential customers that our measurements can be translated into a meaningful grading scale of a diamond's Light Performance, in general, and brightness, in particular. We expect that, just like the introduction of our proportion measuring DiaMension™ systems in the early nineties of last century allowed the various gem labs, such as the AGS Lab, referred to in the above blog, as well as others, including the GIA, to introduce Cut grades, so too the availability of an accurate and repeatable means, such as our Sarin Light™, will now allow the industry to adopt a meaningful Light Performance / Brightness grade. Additionally, its compact size and exciting high-tech graphic user interface will allow the equipment to be showcased in retail outlets, so that the consumer may acquire additional confidence by seeing various stones' brightness and Light Performance graded and compared first-hand."

About Sarin Technologies:

Established in 1988, Sarin Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced planning, evaluation and measurement systems for diamond and gemstone production. Sarin products include diamond cut, color and light performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond optimisation systems, laser cutting and shaping systems and laser-marking and inscription machines. Sarin systems have become an essential gemology tool in every properly equipped gem lab, diamond appraisal business and manufacturing plant, and are today considered essential items by both diamond dealers and retailers. For more information about Sarin and its products and services, visit <http://www.sarin.com>.



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