



American Gemological Laboratories™

Defining Quality for Over 30 Years

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AGTA

AMERICAN GEM TRADE ASSOCIATION

American Gemological Laboratories (AGL) Acquires Rights to JewelFolio™

28 October 2009: NEW YORK - American Gemological Laboratories (AGL), a premium service provider of gemological analyses has acquired the rights to the prestigious JewelFolio™. The JewelFolio™ is a unique book that provides the most in-depth analysis and description of high-quality, high value gems and jewelry.

“I am very pleased that we were able to secure the rights to the JewelFolio™,” indicated Christopher P. Smith, President of American Gemological Laboratories. “The premium caliber of documentation that the JewelFolio™ provides is consistent with the commitment to high-quality standards and reporting of AGL.”



The JewelFolio™ was developed and launched by the American Gem Trade Association (AGTA) and its Gem Testing Center (GTC) in November 2007. It quickly gained popularity and status for representing outstanding colored gemstones.

“The JewelFolio™ was widely appreciated and utilized by members of the AGTA and others in the gemstone industry” stated Doug Hucker, CEO of the American Gem Trade Association. “We believe AGL has the expertise and capability to produce this fine report going forward.”

Smith further stated “The colored gemstone and jewelry industry needs, and has grown to expect, high quality laboratory services that best document and represent items of special importance. The continuation and further development of the JewelFolio™ brand will be a priority of AGL.”

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About American Gemological Laboratories

American Gemological Laboratories (AGL) is the United States first and most respected origin and colored stone gem identification and quality grading laboratory. It was founded in 1977 and has been an industry leader in gemstone reporting, gemological research and consumer protection initiatives. AGL has become an iconic brand for uncompromised standards and excellence in gemstone reporting and is regularly featured by the auction houses of Sotheby's and Christies for important colored stones they are offering for sale (www.aglgemlab.com). AGL has also provided detailed country-of-origin and enhancement reports for some of the world's most prestigious retailers for the past three decades. In 2007, AGL was the designated official North American laboratory of the International Colored Gemstone Association (ICA). In addition, the laboratory was the official colored gemstone laboratory of the 2007 Fine Jewelry CEO Summit and the JCK Las Vegas Shows, as well as the 2007 Platinum Sponsor of the ICA World Congress in Dubai.

About American Gem Trade Association

The American Gem Trade Association is a not-for-profit Association serving the natural colored gemstone and cultured pearl industry since 1981. The AGTA serves the industry as "The Authority in Color" and has its headquarter office in Dallas, Texas (www.agta.org).

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