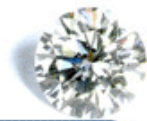


popular diamonds report



The Polygon "Popular Diamond" report is a new report that provides a snapshot of the most researched diamonds on CertNet—Diamond Database using the 4C's combinations: Cut, Carat, Color and Clarity and then looking at each of the 4C's independently.

The search activity will be expressed as a percentage of overall searches and the supply as a percentage of overall items listed in the CertNet—Diamond Database. The data was compiled during a four-week period in November 2007.

CertNet—Diamond Database is the jewelry industry's largest online database of loose wholesale diamonds, with approximately 300,000 stones and a wholesale value over \$3 billion dollars.

Polygon is the largest Internet marketplace dedicated exclusively to jewelry industry professionals. Thousands of buyers and sellers across more than 35 countries use Polygon to buy and sell jewelry products daily.

4Cs combinations: Cut, Carat, Color and Clarity

Shape	Carat	Color	Clarity	% of Searches	% of Supply	Ave. Price per Carat
Round	1.00-1.25	G	SI1	2.91%	0.54%	\$4,145.16
Round	1.50-1.99	G	SI1	2.31%	0.19%	\$6,036.50
Round	2.00-2.99	H	SI1	2.06%	0.24%	\$7,357.02
Round	1.26-1.49	G	SI1	1.17%	0.06%	\$4,794.70
Round	.50-.69	G	SI1	1.00%	0.24%	\$1,992.36
Round	3.00-3.99	H	VS2	0.96%	0.04%	\$10,996.19
Round	.70-.79	G	SI1	0.88%	0.25%	\$2,722.53
Princess	1.00-1.25	H	SI1	0.86%	0.12%	\$2,905.64
Princess	1.50-1.99	G	SI1	0.71%	0.07%	\$5,030.24
Round	.90-.99	F	SI1	0.58%	0.14%	\$3,853.13
Round	.80-.89	F	SI1	0.54%	0.05%	\$3,196.52
Princess	1.26-1.49	G	VS2	0.46%	0.02%	\$4,681.97
Princess	2.00-2.99	G	SI1	0.46%	0.05%	\$6,620.61
Round	4.00-4.99	H	SI1	0.36%	0.02%	\$12,179.67
Princess	.50-.69	F	SI1	0.30%	0.10%	\$1,570.28
Cushion	1.00-1.25	G	SI1	0.29%	0.06%	\$3,358.08
Cushion	2.00-2.99	G	VS2	0.28%	0.06%	\$8,110.63
Emerald	1.00-1.25	G	VS2	0.26%	0.07%	\$3,789.35
Radiant	1.00-1.25	G	SI1	0.25%	0.06%	\$3,246.20
Radiant	2.00-2.99	G	SI1	0.24%	0.04%	\$6,535.99



Cut

	% of Searches	% of Supply	Ave. Price per Carat
Asscher	2.65%	2.27%	\$5,858.58
Baguette	0.09%	0.18%	\$2,498.31
Cushion	4.94%	4.21%	\$5,585.55
Emerald	5.05%	5.52%	\$5,036.49
Flanders	0.01%	0.01%	\$4,410.68
Half Moon	0.05%	0.40%	\$1,794.05
Heart	0.88%	1.42%	\$4,450.28
Kite	0.01%	0.03%	\$5,133.31
Marquise	3.24%	3.13%	\$3,119.05
Octagonal	-	0.01%	\$7,329.72
Old European	0.34%	0.18%	\$3,037.78
Old Miner	0.12%	0.03%	\$3,899.19
Oval	3.00%	4.60%	\$4,186.28
Pear	2.84%	4.03%	\$4,214.32
Princess	15.00%	19.15%	\$3,284.42
Radiant	4.65%	5.82%	\$5,145.08
Rose Cut	0.01%	0.05%	\$1,752.96
Round	56.46%	47.45%	\$4,320.49
Trapezoid	0.07%	0.31%	\$2,550.44
Triangular	0.56%	0.80%	\$2,346.63



Clarity

	% of Searches	% of Supply	Ave. Price per Carat
FL	1.14%	0.01%	\$22,750.94
IF	1.84%	1.64%	\$8,554.65
VVS1	3.74%	3.88%	\$4,888.04
VVS2	5.40%	7.27%	\$4,625.23
VS1	13.58%	17.97%	\$4,622.52
VS2	22.65%	21.38%	\$4,608.77
SI1	27.09%	22.22%	\$4,032.81
SI2	17.49%	17.98%	\$3,513.25
SI3	3.43%	3.15%	\$2,373.20
I1	3.07%	3.41%	\$2,013.65
I2	0.47%	0.53%	\$1,255.62
I3	0.10%	0.07%	\$661.28



Color

	% of Searches	% of Supply	Ave. Price per Carat
D	8.71%	10.21%	\$4,571.29
E	11.09%	14.04%	\$4,065.23
F	17.91%	17.34%	\$4,342.05
G	21.81%	18.56%	\$4,487.99
H	20.06%	15.14%	\$4,015.87
I	12.45%	11.19%	\$3,823.54
J	4.83%	6.18%	\$3,454.82
K+	3.15%	4.54%	\$2,665.36



Carat

	% of Searches	% of Supply	Ave. Price per Carat
<0.30	1.37%	2.49%	\$1,556.52
.30-.37	1.37%	4.66%	\$1,641.47
.38-.45	1.45%	3.49%	\$1,757.61
.46-.49	0.77%	1.72%	\$1,733.20
.50-.69	7.35%	11.34%	\$2,168.12
.70-.79	5.71%	10.82%	\$2,681.87
.80-.89	3.77%	2.57%	\$2,905.89
.90-.99	3.69%	5.90%	\$3,251.14
1.00-1.25	19.86%	28.42%	\$3,914.52
1.26-1.49	8.05%	3.52%	\$4,380.44
1.50-1.99	15.45%	11.23%	\$5,350.78
2.00-2.99	15.93%	10.67%	\$7,238.22
3.00-3.99	8.02%	2.99%	\$9,709.45
4.00-4.99	3.06%	1.01%	\$12,663.62
5.00-5.99	1.98%	0.90%	\$15,127.84
>=6.00	2.18%	0.46%	\$17,808.50