FOR RELEASE

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NEW DIAMOND INSCRIPTION SYSTEMS FOR SMALL RETAILERS AND MANUFACTURERS

PhotoScribe Technologies, the world's largest manufacturer of diamond laser inscription equipment, has announced a new series of four desktop Diamond Branding Systems targeted to independent retailers and small manufacturers. The company, headquartered in New York City, provides inscription equipment to most of the major international gem labs as well as diamond manufacturers, wholesalers and large retailers.

According to PhotoScribe Technologies president/CEO David Benderly, "The launch of these new smaller and more affordably priced systems represents a significant breakthrough in laser marking technology for diamonds. High quality, safe laser inscription is now available to meet the needs of virtually any production requirement and budget. This will have a profound effect on the diamond industry." (See attached marketing sidebar.)

The four new systems include the LMS 300, 350, 500 and 550. Prices range from $29,000 for the LMS 300 to $75,000 for the LMS 550, as compared to hundreds of thousands of dollars for PhotoScribe's equipment used by labs like EGL USA in North America and HRD in Belgium.

Like its top-of-the line inscription equipment, the four new patented systems use high-powered lasers to quickly inscribe certificate numbers, text, logos, line art, 2-D barcodes, and even photographs into the surface of a diamond, gemstone, or any material known to man.

PhotoScribe Technologies has the capability of inscribing on a surface width equivalent to 1/100 of a human hair. "We have solved many of the problems that have affected diamond marking in the past, including unclear inscriptions and the 'thermal affects' that

have sometimes caused micro chipping," said Benderly. "Our system is the only laser specially designed and optimized for diamond inscription."

The LMS 500/550 series uses PhotoScribe's exclusive "cold laser technology," which guarantees that the laser will not penetrate the diamond and cause internal damage. Diamonds are transparent to light all the way down to 220 nanometers for Type IIa diamonds. The cold laser technology brings the wavelength (193nm) below this threshold, according to Benderly. PhotoScribe Technologies is the only company that guarantees that its cold laser technology will never chip or fracture a diamond.

Inscription data for the LMS 550 can be entered via a fully computerized keyboard or barcode scanner. The LMS 500 uses a tablet, on which one draws or traces a stencil. All four systems are completely turnkey and user friendly, said Benderly. "Typically a person can become efficient on one of our machines in only a few hours."

The new low-cost LMS 300 and 350 are both turnkey infrared laser based systems, incorporating many of the features that have made the more expensive equipment popular: they are easy to use and can accommodate any shape or size of stone, mounted or loose. The nature of infrared lasering requires that the stones be coated with paint before processing. This provides the laser with an initial marking point and also helps to prevent the risk of creating micro-chips on the diamond surface.

The LMS 300 series is essentially the same as the 500 series except for the use of the infrared laser technology. On the LMS 350 inscription can be entered via a computerized keyboard or barcode scanner. The LMS 300, which does not require a computer, uses a tablet for inscription.

PhotoScribe Technologies was established in 1998. In addition to manufacturing diamond branding equipment for the jewelry industry, its precision marking technology is used in the fields of aerospace, biotech, medical, optical, ophthalmology, fiber optics, electronics, semi conductors, and MEMS (micro electrical mechanical systems).

For more information about PhotoScribe Technologies new Diamond Branding Systems, contact 212-819-1177 or visit www.photoscribetech.com.

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