



PRESS RELEASE

FOR IMMEDIATE RELEASE

Tiffany Selects Sarine Technologies DiaMension™ Axiom to Develop New Polished Diamond Symmetry Standards

- *DiaMension™ Axiom's accuracy verified by Tiffany & Co. and now to be used to formalise new high quality standards of symmetry*

Kfar Saba, Israel, 11 August 2014 – Singapore Exchange Mainboard listed Sarine Technologies Ltd (“Sarine” or “the Group”) (U77:SI), a worldwide leader in the development, manufacturing, marketing and sale of precision technology products for the evaluation, planning, processing, measurement and grading of diamonds and gems, announced today a strategic cooperation with Tiffany & Co. (“**Tiffany**”) to develop a new automated system for the grading of a polished diamond’s symmetry to new standards to be set by Tiffany.

In 2011 Tiffany posed Sarine with a challenge to measure the facet symmetry features of a polished diamond with unprecedented high accuracy. Previously these features could not be determined by any existing device and were manually evaluated by gemologists using microscopes.

Following extensive research, a new concept, based on advanced video imagery analysis using microscopic magnification, culminated in Sarine's new DiaMension™ Axiom. It is a totally new solution for ascertaining a polished diamond’s proportions and symmetry and sets a new bar for polished diamond analysis and grading. The DiaMension™ Axiom measures the most minute diamond features, including facet junctions, facet misalignment and facet distortions, key to the symmetry grade.

The patent pending technology is applicable to round and fancy shaped polished diamonds. It is anticipated that the resulting high accuracy microscope-level qualification of the stone will enable manufacturers to attain, and gemological institutes to verify, new levels of quality.

Andy Hart, Tiffany’s Senior Vice President of Manufacturing, Diamonds & Gemstones, said, “This new technology developed by Sarine will enable the Tiffany Gemological Laboratory to enhance its abilities to objectively, consistently, and efficiently measure and uphold our demanding symmetry standard which is critical to ensuring Tiffany presents only the most beautiful diamonds to our customers.”



Uzi Levami, CEO of Sarine Technologies, said, "We are proud and honored that Tiffany, one of the most respected retailing and manufacturing organizations in our industry, has selected us as their technological partner. We were indeed fortunate to benefit from our collaboration with Tiffany's gemologists, who contributed their unmatched expertise to the endeavor. We are pleased that our development has resulted in tangible benefits for Tiffany. Sarine will continue to uncompromisingly push the envelope with innovative breakthrough technological solutions to the benefit of our industry and all its stakeholders – from miners to consumers".

About Tiffany & Co.:

Tiffany & Co. operates jewelry stores and manufactures products through its subsidiary corporations. Its principal subsidiary is Tiffany and Company. The Company operates TIFFANY & CO. retail stores and boutiques in the Americas, Asia-Pacific, Japan, Europe, the United Arab Emirates and Russia, and engages in direct selling through Internet, catalogue and business gift operations. For additional information, please visit www.tiffany.com.

About Sarine Technologies:

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced planning, evaluation and measurement systems for diamond and gemstone production. Sarine products include diamond Cut, Color and Light Performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond planning optimisation systems, laser cutting and shaping systems and laser-marking and inscription machines. Sarine 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 Sarine and its products and services, visit <http://www.sarine.com/>.

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