



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

### **Shining House Launches New Premium Diamond Cut with Sarine Profile™**

**Hod Hasharon, Israel, 23 May 2016** – Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("Sarine") (U77:SI), a worldwide leader in the development, manufacture and sale of precision technology products for the evaluation, planning, processing, finishing and trading of diamonds and gems, is pleased to announce that Shining House, a leading jewellery retailer in China based in Shanghai, is launching its new premium cut diamond, the octagonal Shining Star, supported by Sarine's Light Performance and Profile™ digital solutions, to provide an all-new level of customer experience and value, instore and online.

Launched at a gala event at the Shanghai Wanda Reign Hotel, the new premium Shining Star diamond jewellery line, supported by Sarine's technologies, offers Shining House's customers a whole new value proposition and an enhanced customer experience. Each Shining Star diamond is sold with an International Gemology Institute (IGI) report accompanied by Sarine's Light Performance certification, providing an in-depth visual experience of the diamond's beauty as it interacts with light. Along with other key elements of the diamond story, as embodied in the Sarine Profile™ digital rendition, every Shining Star diamond is offered with accurate, interactive, visual information that exemplifies the diamond's unique character and essence in a fully transparent and consumer oriented manner.

The latest adoption by Shining House, one of China's most prestigious jewellery retailers with 325 stores throughout China, of Sarine's newest retail technologies, is indicative of Sarine Profile's™ growing success in the Asian market. Powered by Sarine's industry-leading diamond measurement, analysis and imaging technologies, Sarine Profile™ is increasingly being chosen by diamond jewellery retailers in Asia, who realise that the Sarine Profile™ tells their high-quality diamonds' story beautifully, accurately and intuitively in a fully-customisable manner that can be adapted to each retailer's specific needs.



Mr. Uzi Levami, Chief Executive Officer of Sarine stated: "Sarine's world-leading analysis and imaging products and services are the ideal match for the new premium Shining Star line, as they present the unique diamond's beauty and quality, including its exceptional light performance grade, in a way only we can."

Mrs. Winny Chen, Chairperson of Shining House, added, "Shining House is delighted to provide Sarine's Light Performance and Sarine's Profile™ as part of our marketing strategy for our new Shining Star diamond line. Featuring superb cut and light interaction, the Shining Star diamonds display the beauty and quality for which our company is renowned. Sarine's technologies will highlight and certify the beauty and quality of our diamonds, while at the same time creating a totally new and unforgettable customer experience."

#### **About Sarine Technologies:**

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced evaluation, planning, processing, and finishing 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, laser-marking and inscription machines and polished diamond visualisation systems. 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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