PRESS RELEASE

FOR IMMEDIATE RELEASE

Sarine to Present Game Changing Diamond Imaging Additions

Kfar Saba, Israel, 11 September 2014 – Sarine Technologies Ltd ("Sarine") (U77:SI), a worldwide leader in advanced technological solutions for the diamond industry is pleased to announce it will be presenting its latest developments in polished diamond imaging at the Jewellery & Gem Fair in Hong Kong, September 15-19th (Booth 11Y02).

The newest development Sarine will be showcasing is the addition to the Sarine Loupe™ of the new diamond Real View, to provide the perfect online trade imaging solution. Real View adds a clear, stunningly realistic perception of how the diamond looks, to the Sarine Loupe™'s existing abilities to view the polished diamond's Cut and Clarity characteristics with unmatched accuracy and quality, so as to truly enable the buyer to make an informed buying decision.

Created with the same legendary engineering that has made Sarine the leading provider of diamond technology for the evaluation, planning, manufacturing and grading of rough and polished diamonds, the enhanced Sarine Loupe™ is based on two complementary layers of imaging. The first provides a dazzlingly authentic presentation of the diamond's appearance, and the second provides the minutest details of the diamond's workmanship and internal characteristics. Sarine's patented technology provides a spectacular and authentic viewing experience, effectively creating a virtual three-dimensional diamond that currently no other imaging device can match, with optional magnification capabilities to almost microscopic levels.

Sarine's unique diamond imaging solution provides the means to effectively improve efficiency in the diamond trade, by empowering true online trade. Accessible anywhere worldwide, the almost instantaneous viewer, realised using the latest cloud technologies, allows buyers to realistically browse through large quantities of stones faster than ever, shortening the sales cycle significantly and creating a competitive advantage for both sellers and buyers with new levels of efficiency.

Uzi Levami, Sarine's CEO, commented, "We are confident that the newly enhanced Sarine Loupe™ will enable online assessment of polished diamonds with altogether new and outstanding means, enabling buyers to ascertain both the beauty and quality of the offered polished diamonds with accurate and objective information. Diamond sellers will have at their disposal an excellent system by which to accurately showcase their polished diamonds to potential buyers, creating a virtual online storefront concurrently accessible by buyers worldwide. The inefficiencies that are currently part and parcel of the trading process can be rendered inconsequential, as we can now offer the industry the means by which to take trading into the 21st century, both for the B2B and the B2C markets."

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 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://sarine.com.

For more information visit us at the HK Jewellery & Gem Fair, September 15-19th, **booth 11Y02** or contact:

Cyrus Capital Consulting	**Sarine Technologies Ltd**
Mr. Lee Teong Sang	Ms. Tamar Brosh
Principal Consultant	Marketing & Communications
Tel: +65-9633 9035	Tel: +972-9-7903500 Ext. 148
Fax: +65-62546811	Fax: +972-9-7903501
E-mail: teongsang@cyrus.com.sg	E-mail: marketing@sarine.com