

*You can
fall in love with
a diamond*



THE ULTRACUT™ DIAMOND STORY:

A diamond is the most precious and rarest of earth's raw materials from which emerges an investment, which lasts a lifetime.

UltraCut™ Diamonds, are proudly produced with care and precision that spare no effort or expense to transform nature's gift into a 'classic shaped' diamond, whose brilliance, beauty and "personality" are readily visible to the naked eye.

The Selection:

Every month a selection of the finest rough, uncut diamonds undergoes the rigorous inspections necessary to qualify for UltraCut's™ standard of excellence.

Once it is chosen, each rough diamond is hand-cut by one of the world's few master cutters. These expert professionals apply state of the art technology to aid them in producing perfectly cut diamonds.

UltraCut™ is available in ten classic shapes. These time honored shapes have evolved after many years of development and have proven their value for generations.

- *Round Brilliant Cut
- *Emerald Cut / Square
- *Princess
- *Radiant
- *Marquise
- *Pear Shape (Tear Drop)
- *Oval
- *Heart
- *Cushion
- *UltraAscherCut



THE ULTRACUT™ BRILLIANT CUT DIAMOND:

Measurements : Less than 1.6% variance in diameter
 Depth : 58.1 to 63% (no double depths percentages)
 Table : 54 to 63%
 Girdle : No 'extreme' thin or thick
 Culet : Not large or Unabraded
 Polish : Good or better
 Symmetry : Good or better
 Crown Angles : No less than 30 degrees
 : No greater than 36.2 degrees
 Facets : Must have 58 facets



THE ULTRACUT™ STRAIGHT EDGE DIAMOND:

Emerald /Square · Princess Cut · Radiant Cut



Depth : 54 to 70.5%
 Table : 58 to 70%
 Girdle : No 'extreme' thin or thick
 Culet : Unabraded
 Polish : Good or better
 Symmetry : Good or better
 Length to width ratio : 1 to 1.5



THE ULTRACUT™ FANCY CUT DIAMOND:

Marquise · Pear Shape · Oval



Depth : 54.5 to 65.5%
 Table : 51 to 64%
 Girdle : No 'extreme' thin or thick
 Culet : Unabraded
 Polish : Good or better
 Symmetry : Good or better
 Length to width ratio : Marquise 1.8 to 2.2
 Oval 1.25 to 1.7
 P.Shape 1.35 to 1.7





THE ULTRACUT™ HEART SHAPE DIAMOND:

Depth	: 50 to 63.4%
Table	: 51 to 64%
Girdle	: No 'extreme' thin or thick
Culet	: Unabraded
Polish	: Good or better
Symmetry	: Good or better
Length to width ratio	: 0.85 to 1.1



THE ULTRACUT™ SPECIAL CUT DIAMOND:

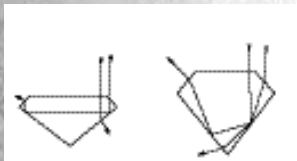
Cushion · UltraAscherCut



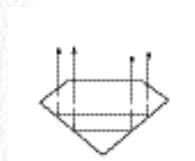
Depth	: 54 to 70%
Table	: 54 to 64%
Girdle	: No 'extreme' thin or thick
Culet	: Unabraded
Polish	: Good or better
Symmetry	: Good or better
Length to width ratio:	Cushion 1 to 1.4 UltraAscherCut 1 to 1.25

Perfect Proportions Mean Ultra Brilliance

When you look at an UltraCut™ diamond you immediately see that it is the ultimate in brilliance and beauty!



Too Shallow Too Deep
(Poor Brilliance)



UltraCut™
(Most Brilliant)

Unlike many of today's new unproven shapes and cuts, UltraCut™ was developed by diamond experts, not marketing departments.

The traditional and classic UltraCut™ diamonds have been recognized and valued for generations and are accepted in trade worldwide.

A diamond should be forever, not a trend.

A number of these newly introduced diamonds are being marketed as premium cuts.

When you purchase a diamond - perfect cut is not an option- it's an entitlement.

How to look for the ULTRACUT™ Diamond:

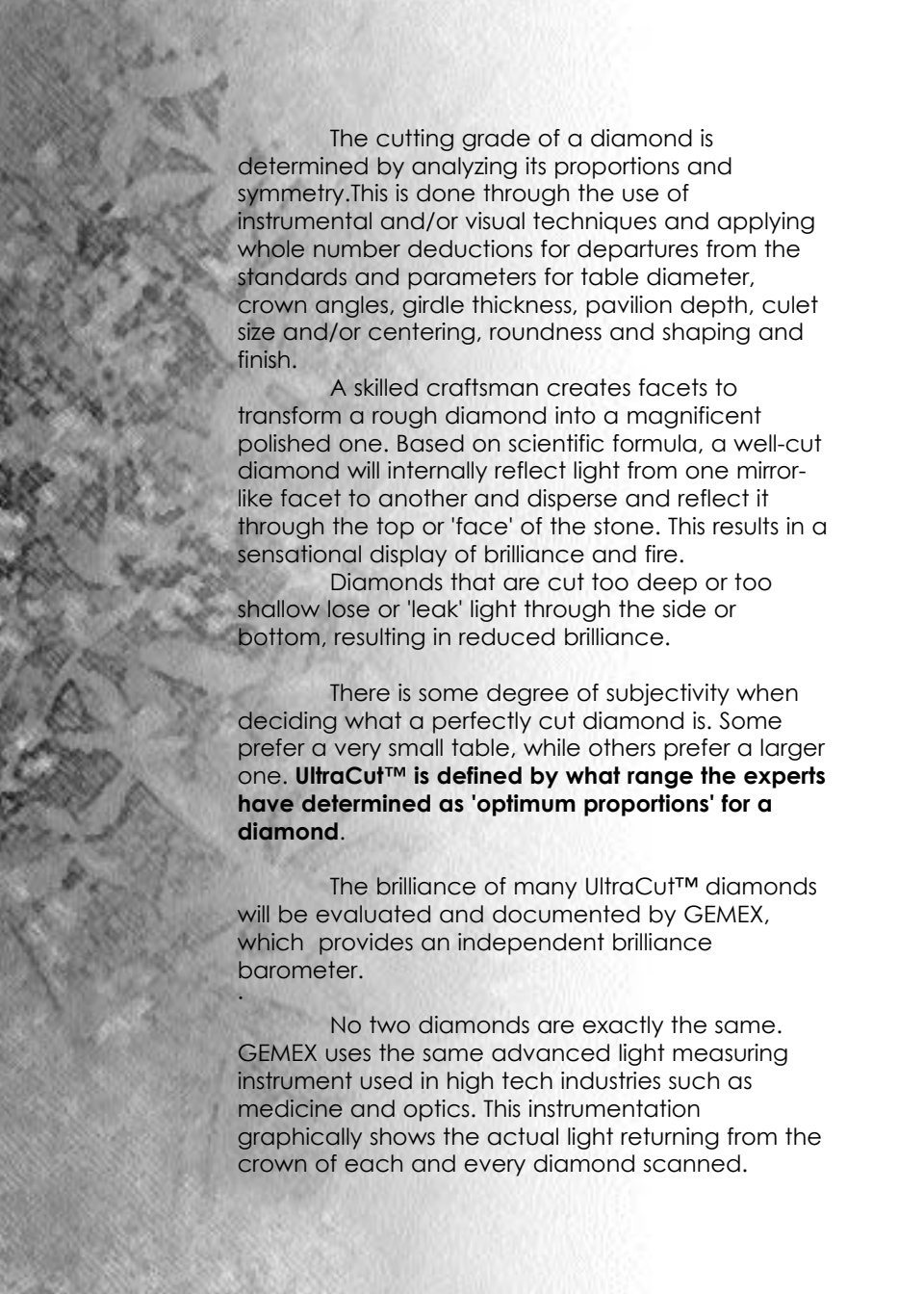
1. To the eye, it's brilliance and beauty will be obvious.
2. UltraCut™ mark and legend affixed onto independent laboratory certificate.
3. UltraCut™ decal at authorized dealers.
4. UltraCut™ tag on RITANI and other fine jewelry products.

*You can fall in love with a
diamond...*

The UltraCut diamond.

Website: www.UltraCutdiamonds.com





The cutting grade of a diamond is determined by analyzing its proportions and symmetry. This is done through the use of instrumental and/or visual techniques and applying whole number deductions for departures from the standards and parameters for table diameter, crown angles, girdle thickness, pavilion depth, culet size and/or centering, roundness and shaping and finish.

A skilled craftsman creates facets to transform a rough diamond into a magnificent polished one. Based on scientific formula, a well-cut diamond will internally reflect light from one mirror-like facet to another and disperse and reflect it through the top or 'face' of the stone. This results in a sensational display of brilliance and fire.

Diamonds that are cut too deep or too shallow lose or 'leak' light through the side or bottom, resulting in reduced brilliance.

There is some degree of subjectivity when deciding what a perfectly cut diamond is. Some prefer a very small table, while others prefer a larger one. **UltraCut™ is defined by what range the experts have determined as 'optimum proportions' for a diamond.**

The brilliance of many UltraCut™ diamonds will be evaluated and documented by GEMEX, which provides an independent brilliance barometer.

No two diamonds are exactly the same. GEMEX uses the same advanced light measuring instrument used in high tech industries such as medicine and optics. This instrumentation graphically shows the actual light returning from the crown of each and every diamond scanned.

****** Kimberly Diamond Act ******

All our diamonds are from legitimate sources not involved in funding conflict and in compliance with UN resolutions and we hereby guarantee that UltraCut™ diamonds are conflict free based on personal knowledge and/or written guarantees.



