



FOR IMMEDIATE RELEASE

PRECIOUS EARTH LAUNCHES SUSTAINABLE JEWELRY LINE: THE ENDANGERED SPECIES COLLECTION

“Full Transparency Reflects Sustainable Jewelry Line That Is Beautiful On the Inside and Out”

Lighthouse Point, FL (March 1, 2009) — Precious Earth, a sustainable jewelry line, takes a step forward from the cadre of ethical jewelers with the launch of a line dedicated to transparency and consciousness in the jewelry trade by raising awareness for beneficiation programs in Africa and the world’s endangered species.

Precious Earth sources certifiable recycled and renewable precious metals preserving the earth’s most natural resources, and high quality, ethically sourced Namibia diamonds from Africa. Endorsed by Team Namibia, the collection embraces Africa’s natural resources and wildlife while advocating for Team Namibia’s role in empowering local populations through beneficiation.

Renowned designer Robert Pelliccia designed the Endangered Species Collection featuring African wildlife that marks the launch of Precious Earth. The collection is made with 100% certifiable recycled sterling silver and 18 karat gold and features Precious Earth’s trademark, an imperial chrome diopside gemstone, a conflict-free and environmentally friendly stone set within the jewelry symbolizing a commitment of social responsibility.

From the Zebra Collection to the Leopard Spot and the Tusk Collection, the stunning silver pieces raise awareness for the plight of these endangered species.

The signature couture piece of the collection is the World of Africa bracelet, a remarkable piece of artisanship, an 18k yellow gold bracelet hand crafted by Pelliccia. Made with 100% recycled gold to reduce the impact of mining on the earth’s surface the hand carved bracelet features 1.60 cttw of diamonds and boasts the highest standards of hand-crafted jewelry making and features Precious Earth’s trademark green stone.

“As a business dedicated to philanthropy, we were enthralled to find a source of diamonds that are traceable from Africa. When you hear ‘conflict-free’ the industry has been geared towards Canadian diamonds. We are proud to support a natural resource in Africa that is essential to the economy of Namibia, empowering the people of Namibia by sourcing diamonds cut in the region. The magical story of Team Namibia has an allure that will resonate with socially conscious individuals,” said Sean Dunn, founder of Precious Earth.

Precious Earth’s ethos is to support social responsibility and sustainable jewelry practices in the industry by sourcing recycled and renewable metals from a highly reputable source providing certification, and supporting economic independence for the local people of Namibia by sourcing our diamonds from the region. Precious Earth furthers our commitment by proudly donating 5% of GROSS profits from the Endangered Species collection to a charity that raises awareness and provides education and healthcare to local populations in Africa. The collection is available for purchase at JR Dunn in-store and on their website at www.jrdunn.com.

MEDIA CONTACT : AMY CUNHA : BIG PICTURE PR : 415.362.2085 : WWW.BIGPICPR.COM

WWW.PRECIOUSEARTHJEWELRY.COM



OVERVIEW

SUSTAINABLE LUXURY, TRANSPARENT BEAUTY

Precious Earth takes a step forward from the cadre of ethical jewelers with the launch of a line dedicated to transparency and consciousness in the jewelry trade. Sourcing diamonds endorsed by Team Namibia, Precious Earth has designed a collection with beneficiated diamonds from Africa, a natural resource in Namibia and a trade vital to Africa. The Namibian diamonds are cut and polished by the locals. Precious Earth advocates for Team Namibia's role in empowering the local population through beneficiation.

Renowned designer Robert Pelliccia designed the Endangered Species collection that marks the launch of Precious Earth.

Our ethos is to support social responsibility and sustainable jewelry practices in the industry by sourcing recycled and renewable metals from a highly reputable source providing certification, and supporting economic independence for the local people of Namibia by sourcing our diamonds from the region. Precious Earth furthers our commitment by proudly donating 5% of GROSS profits from the collection to a charity that raises awareness and provides education and healthcare to local populations in Africa.



PRECIOUS EARTH
FINE JEWELRY

LINE SHEET



THE WORLD OF AFRICA COLLECTION

The World of Africa collection features elephants, giraffes, zebra's and other iconic African animals. Each piece is hand carved by award winning designer Robert Pelliccia. The World of Africa collection is made from 100% recycled 18kt gold and features high quality diamonds that are cut and polished in Namibia.



**World of Africa
Bracelet**
with 1.60cttw
\$45000



**World of Africa
Pendant**
with diamond
accent
\$13000



ENDANGERED SPECIES COLLECTION

Inspired by nature, the collection is designed to support conservation of African wildlife and promote the empowerment of local people through diamond beneficiation. Each piece is crafted from 100% recycled precious metals and features Precious Earth's trademark green gemstone, imperial chrome diopside, a conflict-free and environmentally friendly stone set within the jewelry – that symbolizes a personal commitment to the environment.

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THE TUSK COLLECTION

The Silver Elephant Tusk Collection is designed to raise awareness for the plight of the African Elephant. Once numbering in the millions, the African elephant population has dwindled to between 470,000 and 690,000 according to a March 2007 WWF estimate. The population is suffering due to the illegal ivory trade and loss of natural habitat. The Tusk collection features 100% certifiable recycled sterling silver and an imperial chrome diopside gemstone.



**Sterling Silver
Tusk Cuff Links**
\$375



**Sterling Silver
Tusk Earrings**
\$325



**Sterling Silver
Tusk Bracelet**
\$695



**Sterling Silver
Tusk Bracelet**
\$595



**Sterling Silver
Tusk Bracelet**
\$1095



PRECIOUS EARTH
FINE JEWELRY

LINE SHEET



THE ZEBRA COLLECTION

The Zebra Collection is designed to raise awareness for the endangered Grevy's Zebra. Grevy's Zebra lives primarily in Ethiopia, Somalia, and Kenya. The species is under increasing pressure as they are being crowded out of their grazing habitat by livestock and other farming activities. The Zebra collection features a Zebra stripe pattern and is made with 100% certifiable recycled sterling silver and an imperial chrome diopside gemstone.



**Sterling Silver
Zebra Ring**
\$330



**Sterling Silver
Zebra Ring**
\$330



**Sterling Silver
Zebra Dog Tag**
\$350



**Sterling Silver
Zebra Cuff Links**
\$495



PRECIOUS EARTH
FINE JEWELRY

LINE SHEET



THE LEOPARD COLLECTION

Made from 100% certifiable recycled sterling silver, the Leopard Collection is designed to raise awareness for the critically endangered Amur Leopard that roams the forests in eastern Russia. The Amur Leopard is one of the rarest 'big cats' in the world. There are fewer than 40 Amur Leopards that remain in the wild. The drastic decline in the Amur Leopard population is due to loss of habitat and poaching.



**Large Leopard
Spot**
\$395



**Small Leopard
Spot**
\$295



PRECIOUS EARTH
FINE JEWELRY

LINE SHEET



THE BAOBAB TREE COLLECTION

Made from 100% certifiable recycled sterling silver and 18kt yellow gold, and an imperial chrome diopside gemstone – the Baobab collection symbolizes the importance of living in harmony with nature as well living in peace with one another. In Africa, the Baobab is traditionally known as a food plant that is nutritious and has the potential to boost food security.



**Sterling Silver
and 18k Gold
Baobab Tree
Pendant**
\$800



**Sterling Silver
Baobab Tree
Large Pendant**
\$460



**Sterling Silver
Baobab Tree
Medium Pendant**
\$330



**Sterling Silver
Baobab Tree
Small Pendant**
\$285



**Sterling Silver
Baobab Tree
Mini Pendant**
\$265



**18k Gold
Baobab Tree
Small Pendant**
\$1600



**18k Gold
Baobab Tree
Pendant**
\$3400



**18k Gold
Baobab Tree
Pendant**
\$6200



PRECIOUS EARTH
FINE JEWELRY

LINE SHEET



THE RHINO PENDANT

Made from 100% certifiable recycled sterling silver and featuring an imperial chrome diopside gemstone, the Black Rhino Dog Tag was created to raise awareness for the critically endangered Black Rhinoceros. According to latest WWF estimate there are only approximately 3,725 individuals left in the wild. The Black Rhino population is suffering due to illegal poaching for their horn (used as a fever reducer in Chinese medicine) and loss of habitat.



Rhino Dogtag
\$395



INSPIRATION PENDANT

Made from 100% certifiable recycled sterling silver and also available in 18kt gold, and featuring an imperial chrome diopside gemstone the Inspiration Pendant is designed to encourage positive thinking and keep the focus on the important things in life like family, friendship, love and happiness.



**Inspiration
Pendant**
\$460 w chain
\$395 w cord



**Inspiration
Pendant**
\$460 w chain
\$395 w cord

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BRIDAL COLLECTION

Award winning designer Robert Pelliccia has elegantly crafted the Precious Earth bridal collection sourcing 18 karat rose gold, and platinum that are 100% certifiable recycled metals and Namibian diamonds, cut and polished by the local population and endorsed by Team Namibia. The certifiably traceable diamonds support the Namibian Diamond beneficiation program.



Amore Band
18k White Gold
1.25 cttw



Amore Band
18k Yellow Gold
1.25 cttw



Amore Band
18k Pink Gold
1.25 cttw



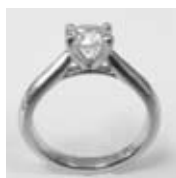
Ultima Band
18k White Gold
1.50 cttw



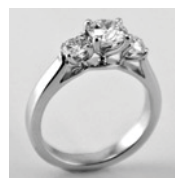
Ultima Band
18k Yellow Gold
1.50 cttw



Ultima Band
18k Pink Gold
1.50 cttw



**Solitaire
Diamond Ring**
Platinum
.75 cttw



**Classic Three
Stone Ring**
Platinum
1.31 cttw



**Age of Romance
Three Stone Ring**
Platinum
1.33 cttw



PRECIOUS EARTH
FINE JEWELRY

BIOGRAPHIES

SEAN DUNN - Founder

After growing up around the jewelry business his whole life, Sean started to feel in the middle of 2008 that he could combine his love for nature and his experience in fine jewelry to truly make a meaningful difference in our industry as a whole. The inspiration for Precious Earth came from the moment that he saw a Namibian diamond and learned about the concept of beneficiation for the local population. It seemed logical that people of countries that hold such rich natural resources (like diamonds in Namibia and Botswana) should be the main beneficiaries of that resource. That was the catalyst that developed into a collection that is based on the ethos of transparency. By designing jewelry that is socially responsible, it is a seamless concept from the diamond to the metals, Sean embarked on identifying a source of recycled precious metals from Hoover and Strong in a brand called Harmony.

The next challenge was to figure out a way that would tell the magical story of the Namibian diamonds in a manner that would capture the imagination, take jewelry lovers on a journey and make people feel great about owning a piece of Precious Earth Jewelry. This is where the concept of the "Endangered Species" collection was born. By showing jewelry designs inspired by the endangered animals of Africa, jewelers can begin telling a logical story about the Namibian diamonds that are featured this collection. Through this story, Sean Dunn and Precious Earth will ultimately raise awareness for beneficiated diamonds and recycled metals and help bring about positive change in the jewelry industry as a whole.

ROBERT PELLICCIA - Designer

For over 25 years award-winning designer Robert Pelliccia has been inspired by the natural beauty of precious metals and gemstones to create truly amazing jewelry. When Robert was presented with the opportunity to design a line of jewelry for Precious Earth he realized that jewelry could be more than just beautiful. It could have meaning. Sourcing precious metals that have been reclaimed and recycled is a way to reuse the earth's valuable resources. Sourcing diamonds from Namibia means not only using ethically purchased diamonds but diamonds that are mined and cut by Namibians, creating greatly needed jobs for the local people. These concepts gave Robert a new perspective to designing jewelry, and this new inspiration led to the Africa Endangered Species collection. Robert specifically chose to use a number of animals that immediately conjures thoughts of Africa, as Africa is home to a vast number of unique and amazing plants, animals and most importantly a great diversity of people and cultures.

Each piece of jewelry in the Endangered Species collection is set with a little green gemstone (imperial Chrome Diopside) to symbolize its socially responsible origins. There is a beautiful harmony that exists in the nature of Africa. Robert Pelliccia has captured that harmony in the jewelry he created for Precious Earth.



FACT SHEET

SUSTAINABLE LUXURY, TRANSPARENT BEAUTY

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