

DIAMOND BUYING GUIDE



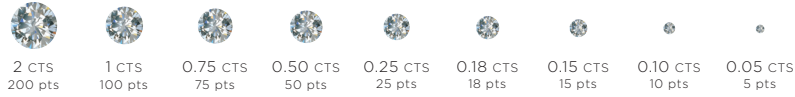
Choosing a diamond engagement ring is one of the most enjoyable and memorable experiences in preparation to a couple's wedding. As an enduring symbol of love and commitment, a diamond ring will be uniquely special for a lifetime.

When buying a diamond, consider all of its unique characteristics. It is really helpful to know about the 4Cs – the universal diamond classification and grading system.

The combination of a diamond's cut, color, clarity and carat – are what give a diamond its unique personality, forming the basis for its valuation. While every diamond can be described by its particular combination of the 4Cs, its exceptional beauty is much more than a list of characteristics, because every diamond is a unique inimitable miracle of nature.

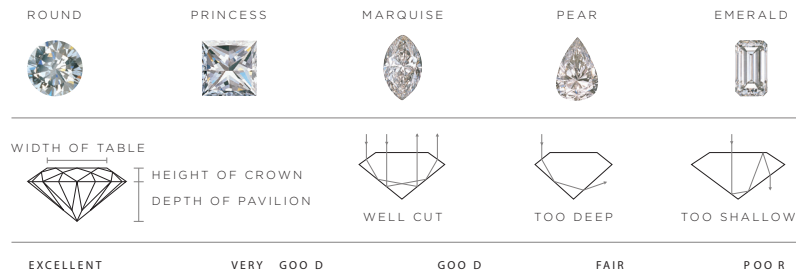
Long Jewelers are masters in the art of selection, each and every Long Jewelers diamond has been carefully handpicked, giving you peace of mind that no matter which Long Jewelers diamond you choose, you will always be selecting a truly special diamond.

CARAT



Carat is a measure of weight. One carat (1 ct) equals 0.20 grams and is divided into 100 points (half a carat – 0.50 ct – diamond can be described as a 50 points diamond). Long Jewelers diamonds are available in 0.14 carat and larger.

CUT



Cut refers to the shape of the diamond. Round, princess, oval, marquise, pear, emerald are some of the most familiar. Cut is also the factor most involved in the sparkle of a polished diamond. Cut is expressed in terms of the brilliance, fire and scintillation of a diamond. To maximise sparkle, a diamond must be cut to very specific parameters of angle and dimension with a strict attention to the polished finish of the diamond. Each Long Jewelers diamond must achieve a Very Good or Excellent Cut standard.

COLOR



Diamonds occur naturally in all colors of the rainbow. Generally, the rarest diamonds exhibit no color at all (apart from fancy colors). polished diamonds are graded for minute variations in depth of color, from 'colorless' to 'light yellow' and 'light brown'. This is universally known as the D ('exceptional white') to Z ('tinted color') color scale. Long Jewelers inscribes diamonds from D to L colors as well as all fancy colors.

CLARITY



naturally-occurring features – known as inclusions – provide a special fingerprint within the diamond. Clarity measures the diamond's purity. It refers to how free a diamond is from these tiny blemishes and inclusions. Long Jewelers diamonds are available from Flawless to SI

GRADING



A Long Jewelers Diamond Grading Report provides an accurate assessment of the exceptional qualities of your Forevermark diamond, so that you can be confident when buying.

To complement the Long Jewelers promise, every local Long Jewelers dealer is able to provide a Long Jewelers Diamond Grading report to present an accurate blueprint of the Cut, Colour, Clarity and Carat of each diamond. The Long Jewelers Diamond Report uses strict grading standards to establish and validate the unique characteristics and special quality of each diamond. The Report also features the unique identification number inscribed on the diamond and a specifically designed hologram, providing reassurance that the Diamond Grading Report is valid and genuine.