



More Than Just Diamonds

PRESS RELEASE

For Immediate Release

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March 10, 2000 - David Anderson, General Manager, Gemalta Co-operative Ltd. is pleased to announce the company's new corporate trade name - *DiGem* - and its new DiGem Website at www.digemjewelers.com. Surfers are now able to locate the latest information on special promotions, new members and suppliers, changes to inventory, and current news affecting the DiGem organization, all on-line at www.digemjewelers.com.

Through the Internet, consumers can now shop the world, surfing site-to-site in minutes. The DiGem leading edge Website serves as a gateway for showcasing fine jewellery available in the DiGem member stores, including an exclusive line of diamond and gemstone rings. *Consumers can shop in person* from the member store nearest them – or by phone, on a credit card, via next-day courier, safe inside DiGem secure packaging. The DiGem site is working for all member stores, 24 hours a day, seven days a week.

DiGem is a national organization serving independent jewellers from BC to Ontario. Over the past 28 years, DiGem has developed a network of jewellery trade contacts in Canada and the USA, as well as Overseas, to provide its members with the jewellery merchandise they want. DiGem is continuing this practice on a highly sophisticated scale, travelling to Europe regularly to hand-pick loose diamonds for its members.

DiGem, a division of Gemalta Co-operative Ltd., is a nonprofit cooperative organization of more than 60 independently owned jewellery stores. As a DiGem member, a store-owner can easily access the broad range of advantages offered by the DiGem organization.

DiGem is actively soliciting new members and invites all retail jewelers to contact its head office to request an information package. Included in this package is complete information on membership benefits and fees.

DiGem, a division of Gemalta Co-operative Ltd., Suite 802, 5010 - 43rd Street, Red Deer, Alberta T4N 6H2
Telephone: 1-800-267-6512.



DiGem - Executive and Member/Owner Stores



Board of Directors 1999/2000 (from left to right)
 Brian Preston, Preston Jewellers, Campbell River, BC;
 David Anderson, General Manager;
 Jackie Doll, Jewellery Box & Giftware, Fairview, AB;
 Larry Humphrey, Merchant Jewellers, Westlock, AB;
 Ron Siemens, Siemens Jewellery, Dauphin, MB;
 Richard Jewell, Mitchell & Jewell, Red Deer, AB;
 Don Johnson, Don Johnson Jewellers, Thompson, MB;
 Tim Markwart, Markwart Jewellers, Tisdale, SK;
 Cindy Watt, E.G. Woodland Jewellers, Williams Lake, BC;
 Dennis Moore, A & A Jewellery, Estevan, SK.

A & A Jewellery
 Estevan, SK

Appelt's Jewellery Ltd.
 Morden, MB

Appelt's Jewellery Ltd.
 Steinbach, MB

Appelt's Jewellery Ltd.
 Portage La Prairie, MB

Appelt's Jewellery Ltd.
 Winnipeg, MB

Blackburn Jewellers Ltd.
 Pincher Creek, AB

Brooks Jewellers
 Port Hardy, BC

Brothers Fine Jewellery
 Tisdale, SK

Caines Jewellers Ltd.
 Rocky Mountain House, AB

Camille Cheron
 Edmonton, AB

Carman Goldsmiths Ltd.
 Devon, AB

Cartwright Jewelers Ltd.
 New Westminster, BC

Cook's Jewellers
 Prince Rupert, BC

Creative Jewellers
 Prince Rupert, BC

Delta Jewellers
 Campbell River, BC

Devine Jewellers
 High Level, AB

Diamond Jewellers
 Whitecourt, AB

Diamonds of Detroit
 Humboldt, SK

Don Johnson Jewellers
 Thompson, MB

E. Gelmici & Son Ltd.
 Edson, AB

Enderby Jewellers Ltd.
 Enderby, BC

G.T. Ingham & Son Jewellers Ltd.
 Innisfail, AB

General Watch & Clock
 Vegreville, AB

Gregory's Fine Jewellery
 Vernon, BC

Jewellery Box & Giftware
 Fairview, AB

Jewellery Box & Giftware
 Manning, AB

Jewellery Box & Giftware
 Grimshaw, AB

Jewellery Box & Giftware
 Peace River, AB

Kinniburgh Jewellers Ltd.
 Vermilion, AB

Lloyd's Jewellers Ltd.
 Swan River, MB

MacIsaac's Jewellery & Giftware
 Russell, MB

Marjon Jewellers Ltd.
 Kamloops, BC

Markwart Jewellers Ltd.
 Tisdale, SK

Marlo Jewellers Ltd.
 Calgary, AB

McCallum Jewellers Ltd.
 Brandon, MB

McLean's Jewellers
 Athabasca, AB

Merchant Jewelers
 Hinton, AB

Merchant Jewelers
 Whitecourt, AB

Merchant Jewelers
 Westlock, AB

Minaro's Jewellers Ltd.
 Nipawin, SK

Mitchell & Jewell Ltd.
 Red Deer, AB

Nemeth Jewellers Ltd.
 Winnipeg, MB

Parksville Jewellers
 Parksville, BC

Penner Goldsmiths
 Richmond, BC

Penners' Jewellers
 Kenora, ON

Prairie Gold Jewellery & Gift
 Grande Prairie, AB

Preston Jewellers Ltd.
 Campbell River, BC

Preston Johnson (1975) Ltd.
 Flin Flon, MB

Robert Gish Ltd.
 Burnaby, BC

Scotts Jewellers
 Kindersley, SK

Siemens Jewellery
 Dauphin, MB

Slave Lake Jewellers
 Slave Lake, AB

Smithers Jewellery Ltd.
 Smithers, BC

Stevens Jewellers Ltd.
 Olds, AB

Terry's Diamond House
 Shellbrook, SK

The Gem Tree
 Slave Lake, AB

The Gold Poke
 Drayton Valley, AB

The Nifty Nook
 Melita, MB

Trochu Jewellery & Gift Ware
 Trochu, AB

W.J. Scott & Son
 Rosetown, SK

Wade's Jewellery Ltd.
 Drumheller, AB

Walker's Jewelers (1996) Ltd.
 Wainwright, AB

Ware's Jewellers (1995) Ltd.
 Stettler, AB

Watier Jewellers
 The Pas, MB

Woodland Jewellers
 Williams Lake, BC

H.O. DiGem Jewellers Ltd.
 Red Deer, AB