

IGI Launches “Love is a Mystery, Your Diamond Shouldn’t Be” Giveaway

International Gemological Institute unveils Valentine’s Day promotion to gift one lucky winner with an engagement ring

NEW YORK (February 10, 2021) — In celebration of Valentine’s Day, the International Gemological Institute (IGI) — the world’s largest independent gemological laboratory — announced a new promotion offering the general public a chance to win an IGI-certified diamond engagement ring. Debuting as “Love is a Mystery, Your Diamond Shouldn’t Be,” the campaign is taking the ambiguity out of gift-giving this season by giving away an engagement ring that has been certified by the top industry experts at IGI.

“Valentine’s Day is deeply rooted in love, and we look forward to sharing in that love with our contest winner,” remarked IGI CEO Roland Lorie. “Engagement rings are one of the most sentimental jewelry items in our industry, and it is of the utmost importance that consumers feel confident that their diamonds are certified and graded accurately, a service IGI provides.”

For 45 years, IGI has instilled confidence in shoppers with its world-class evaluation and grading of fine jewelry, gemstones, and natural and lab-grown diamonds. Consumers worldwide are aware of the importance of the 4 Cs – Color, Clarity, Cut and Carat Weight. With IGI’s total transparency, the Institute now delivers the “Fifth C” – Confidence.

“This campaign comes off the heels of our “Shop with Confidence” giveaway, which reached over 72,000 consumers across the country.,” noted IGI North American President Avi Levy. “The demand is clear that shoppers view the Institute as a trustworthy resource for full verification of their fine jewelry purchases. At IGI, we do not take this responsibility lightly and look forward to continuing to be a reliable partner for shoppers across the globe.”

Launching today and concluding on February 16, the giveaway will award one winner a 1 carat diamond engagement ring certified by IGI. Participants must be 18 years or older and reside within the United States. To enter the giveaway and read the terms and conditions, please visit <https://www.igi.org/valentines-day-giveaway>. For more information on the Institute and its offering, please visit www.igi.org and gemblog.igi.org.

About IGI

The International Gemological Institute (IGI) has 18 laboratories in all major diamond and jewelry centers around the world, as well as eight education facilities. For 45 years, IGI has provided the fine jewelry community and consumers with a broad range of services including independent diamond grading reports, colored stone reports, identification and

appraisal reports, diamond authentication and attestation of origin, laser inscription services, as well as the issuing of the traditional jewelry identification report. Regardless of location or marketplace, an authentic IGI Laboratory Report is the common language of trust and confidence in the gemological world.