

FOR IMMEDIATE RELEASE

GCAL Express Opens in World Diamond Tower at 580 Fifth Avenue

Express office opens in Main Lobby to better serve consumers and trade

New York City, NY (January 13, 2011) – Gem Certification & Assurance Lab, Inc. (GCAL™) has opened a high-tech, state-of-the-art, Express Office in the Main Lobby of the World Diamond Tower (580 Fifth Avenue, New York, NY). This Express Office, GCAL’s second location in the building, was opened to provide more transparent and accessible “while you wait” diamond, gemstone, & jewelry services to the trade and consumers, alike, according to Angelo Palmieri, Vice President and Chief Operating Officer.

Services being offered in the Express Office are as follows:

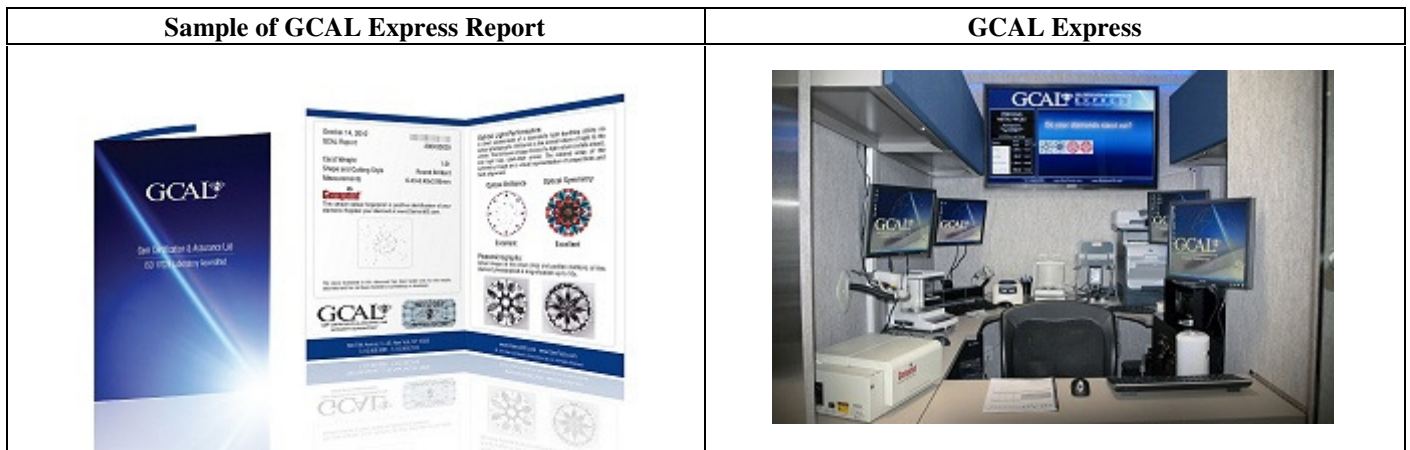
- 1) Sarin Label/Manufacturer’s Report
- 2) Gemprint Registration & Verification
- 3) Optical Brilliance Analysis
- 4) Optical Symmetry Analysis
- 5) Photomicrographs (Crown & Pavilion)
- 6) Hearts & Arrows Analysis
- 7) Precious Metal Analysis (non-destructive metal assay)

The reports are attractively packaged and are available on the spot.

For consumers or jewelers who need immediate and accurate precious metal value, GCAL utilizes the latest state-of-the-art [Niton GOLDD™ XRF Analyzer](#), and along with a constant feed of World Spot Precious Metal prices, can produce a report that provides the metal content value.

The GCAL Express Office utilizes the same ISO practices and procedures for Quality Assurance as in the main GCAL Laboratory located in the Lower Lobby.

With the vision and tremendous support from the World Diamond Tower management and owners, GCAL was able to capture prime lobby space from a long forgotten elevator shaft hidden behind a stone façade for decades.



About Gem Certification and Assurance Lab

Gem Certification & Assurance Lab (GCAL) provides guaranteed diamond certification with bundled services including Gemprint and Direct Light Performance analysis (www.DiamondID.com). It is recognized as the first U.S. diamond and gemstone grading lab to earn ISO 17025:2005 accreditation, meaning that it conforms to recognized international standards for accurate and reliable grading. GCAL is a New York Corporation affiliated with the Palmieri Group of Companies, headquartered in the World Diamond Tower on Fifth Avenue and 47th Street.

About ISO 17025 Laboratory Accreditation

ISO/IEC 17025 is the main standard used by testing and calibration laboratories. There are two main sections in ISO/IEC 17025 - Management Requirements and Technical Requirements. Management requirements are primarily related to the operation and effectiveness of the quality management system within the laboratory. Technical requirements address the competence of staff, methodology and test/calibration equipment. Laboratories use ISO/IEC 17025 to implement a quality system aimed at improving their ability to consistently produce valid results. Since the standard is about competence, accreditation is formal recognition of a demonstration of that competence.

About World Diamond Tower: 580 Fifth Avenue

Since 1951, 580 Fifth Avenue has been the diamond industry's most prestigious address. The building has 33 floors, its own post office for handling gem and jewelry shipments, leading armored transport companies, and a vault in the lower lobby. 580 Fifth Avenue is in the final stages of a \$50 million capital improvement program.

About Thermo Fisher Scientific

Thermo Scientific Niton is recognized as the leader in XRF analysis technology, serving companies in more than 75 countries and 6 continents. Thermo Scientific serves customers through corporate resources and a dedicated network of more than 70 distributors and 30 factory trained service centers around the world. Thermo Fisher Scientific, Inc. (NYSE:TMO) is a publicly traded company with annual revenues exceeding \$11 billion dollars, with more than 30,000 employees, serving 350,000 customers.