

NEWS RELEASE

Embargoed until 12 February 2015

US RETAILER JCPENNEY ACHIEVES RE-CERTIFICATION BY RESPONSIBLE JEWELLERY COUNCIL

LONDON - The Responsible Jewellery Council (RJC) announced today that JCPenney, one of America's largest apparel and home furnishing retailers, has achieved re-certification by meeting the ethical, social and environmental standards established by the RJC Member Certification System.

Launched in 2009, the certification system officially recognizes retailers and organizations that have demonstrated responsible business practices in its diamond and gold jewellery supply chain – from mine to retail – in order to ensure consumer and stakeholder confidence.

“RJC congratulates JCPenney on achieving re-certification. JCPenney was first certified in 2011. After a member has become RJC certified for the first time, independent verification is required at the end of each certification period to ensure continued conformance and thereby maintain certified member status,” says Ashish Deo, RJC's Chief Executive Officer.

The successful verification assessment was conducted by UL Responsible Sourcing, one of the independent third-party auditing firms accredited by the RJC.

“JCPenney is proud to have achieved re-certification with the Responsible Jewellery Council. For over a century, JCPenney has built a legacy of responsible corporate citizenship by upholding the standards of social, environmental and ethical initiatives,” said Pam Mortensen, SVP for Fine Jewelry at JCPenney. “Achieving the RJC re-certification reinforces our commitment to integrity by promoting responsible sourcing practices throughout our fine jewelry supply chain allowing us to deliver quality gemstones, diamonds and precious metals to our customers.”

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About RJC

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 500 Member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com

[RJC Certification Information – JCPenney](#)
[RJC Certified Members](#)

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