



## NEWS RELEASE

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### US RETAILER JCPENNEY ACHIEVES CERTIFICATION BY RESPONSIBLE JEWELLERY COUNCIL

LONDON - The Responsible Jewellery Council (RJC) announced today that jcpenny, one of America's leading retailers with over 1,100 locations throughout the United States and Puerto Rico, has achieved certification by meeting the highest ethical, social and environmental standards established by the RJC's 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 is indeed delighted to congratulate jcpenny on its certification. The successful verification assessment was conducted by Stanford Edwards from SGS, one of the independent third-party auditing firms accredited to the RJC's Member Certification System," said Michael Rae, RJC's Chief Executive Officer.

"For over a century, jcpenny has built a legacy of responsible corporate citizenship by upholding the highest standards of social, environmental and ethical initiatives," said Pam Mortensen, Senior Vice President and General Merchandise Manager of fine jewelry at jcpenny.

"Achieving the RJC certification reinforces our commitment to integrity by promoting responsible sourcing practices throughout our fine jewelry supply chain," added Ms. Mortensen.

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#### About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 350 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum group metals jewellery products. The Council has developed the RJC Member Certification System, a certification system, which will apply to all Members' businesses that contribute to the diamond, gold and platinum group metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third-party auditors to verify their conformance with the RJC's Code of Practices and

[www.responsiblejewellery.com](http://www.responsiblejewellery.com)

The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.  
The Council for Responsible Jewellery Practices Ltd, First Floor, Dudley House, 34-38 Southampton Street, London, UK, WC2E 7HF.  
The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.

become certified under the RJC Member Certification System. A full list of its Members can be found on the web at [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

[RJC Certification Information - jcpenny](#)

[RJC Certified Members](#)

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