



PRESS RELEASE

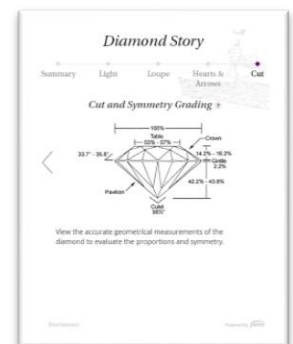
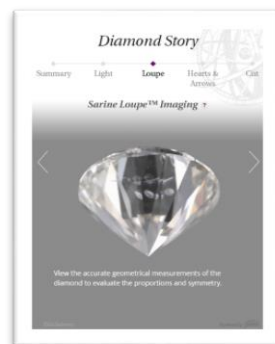
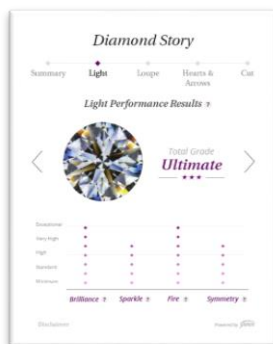
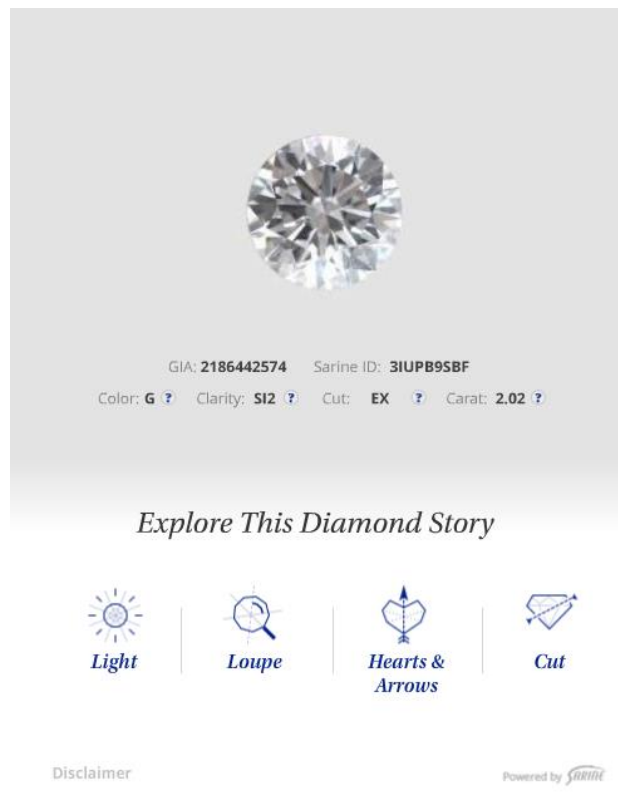
FOR IMMEDIATE RELEASE

Sarine Launches New Sarine Profile for Polished Diamond Wholesale and Retail Trade

Kfar Saba, Israel, 13 March 2015 – Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("Sarine") (U77:SI), a worldwide leader in the development, manufacturing and sale of precision technology products for the planning, processing, evaluation, measurement and trade of diamonds and gems, is pleased to announce that last night, Sarine North America Inc. held an invitation-only event to unveil Sarine's latest offering for the wholesale and retail trade in polished diamonds - the Sarine Profile.

The Sarine Profile offers polished diamond sellers a tailorable solution to differentiate their diamonds and enhance their brand. The Sarine Profile allows users to customize, personalize and fully integrate their diamond's detailed visual presentation into their trade platforms and websites, with their own look and feel. The Sarine Profile presents the diamond's characteristics ("story") in a visually compelling manner, offering optional displays generated by three of Sarine's cutting - edge solutions:

- the light performance grade and a video visually displaying the actual diamond's light performance generated by Sarine's leading Sarine Light™;
- three optional levels of stunningly realistic and detailed diamond visualization videos generated by our Sarine Loupe™; and
- graphic representations of the Hearts and Arrows simulation and the Cut grade and geometrical proportions generated by the world standards for polished diamond proportions measurements - the DiaMension™ HD and/or Axiom devices.



Sarine Loupe main launch screen and its four optional links, depending on customers' choices – light performance, visualization, Hearts and Arrows and Cut / proportions

The U.S. launching of the Sarine Profile took place at Sarine North America's headquarters in the International Gem Tower on 47th Street, New York's famed Diamond Way. Hosted by Mr. Uzi Levami, Sarine's Executive Director and CEO, the evening commenced with a welcome reception for many of the industry leaders, followed by Mr. Levami's welcoming remarks, stating, "The introduction of the Sarine Profile provides a new comprehensive solution for the polished diamond wholesale and retail trade. Sarine is proud to once again be at the forefront and aims to continue to strengthen the diamond industry with innovative technological solutions"



Mr. Ronnie VanderLinden, President of the Diamond Manufacturers & Importers Association (DMIA), and Mr. Prakash Mehta, President of the Indian Diamond & Colorstone Association (IDCA) both spoke warmly of Sarine's ongoing contribution to the polished diamond trade in New York and acknowledged the value of Sarine's technologies to the global diamond industry.

The new Sarine Profile will be available to North American customers beginning in April at Sarine North America's service center at its headquarters in New York.

About Sarine Technologies:

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced planning, evaluation and measurement systems for diamond and gemstone production. Sarine products include diamond Cut, Color and light performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond planning optimisation systems, laser cutting and shaping systems, laser-marking and inscription machines and polished diamond visualisation systems. Sarine systems have become an essential gemology tool in every properly equipped gem lab, diamond appraisal business and manufacturing plant, and are today considered essential items by both diamond dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

Contact

Cyrus Capital Consulting Mr. Lee Teong Sang Principal Consultant Tel: +65-9633 9035 Fax: +65-62546811 E-mail: teongsang@cyrus.com.sg	Sarine Technologies Ltd Ms. Tamar Brosh Marketing & Communications Tel: +972-9-7903500 Ext. 148 Fax: +972-9-7903501 E-mail: marketing@sarine.com
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