



## PRESS RELEASE

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### **London Diamond Bourse & Club changes name to London Diamond Bourse**

*Antwerp, May 3, 2009* – The London Diamond Bourse & Club (LDBC) announced that it has changed its name to the “London Diamond Bourse (LDB),” a name that has been used among the LDBC members but had not yet been institutionalized.

The LDBC was reconstituted in its current form in 1994 through the merger of two Hatton Garden-based diamond exchanges, the London Diamond Bourse and the London Diamond Club, both of which were formed in the 1940s.

“Back in 1994, it was not only logical but also accurate to rename the newly merged exchange the London Diamond Bourse & Club, since members of both exchanges wanting to retain part of their bourses’ historical identity,” said Freddy Hager, LDB president. “However, 15 years have since passed, and our members - and their clients – generally refer to our exchange as the London Diamond Bourse. This also explains why the name change was passed unopposed at our recent general assembly meeting,” Hager stated.

With the name change, the LDB has adopted a new logo and is about to launch a new, revamped website. The logo is featured below and the new LDB website is expected to be up and running with the next two weeks.

The London Diamond Bourse is one of the 28 diamond exchanges affiliated to the World Federation of Diamond Bourses (WFDB), LDB President Freddy Hager is the WFDB Deputy Treasurer and a member of the WFDB Executive Committee.



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