



Clarity Diamond™ to Exhibit at Centurion Jewelry Show

FOR IMMEDIATE RELEASE

January 11, 2023

Austin, TX — Clarity Diamond™ is delighted to announce that the brand will be exhibiting at the Centurion Jewelry Show in Phoenix, Arizona from January 29-31, 2023. This lab-grown luxury diamond brand is the result of a strategic partnership between premier lab-grown diamond producer, Plasmability, and diamond manufacturer, HRA Group.

Clarity Diamond™ will be showcasing their lab-grown diamond offering in HRA Group's booth (RIMROCK-MR-g). All diamonds are GIA certified, F+ color, VS2-IF, 1.50ct+, grown in Plasmability's state-of-the-art facility in Austin, Texas and cut to the finest standards by the HRA Group.

"The Centurion Jewelry Show has a great community of retailers, and we cannot wait to show them the beauty of our diamonds," said Bob Basnett, CEO of Clarity Diamond™. "With our single growth process, we're able to grow larger, brighter, and more beautiful diamonds that perform brilliantly. We believe that Clarity Diamond is ushering in a luxurious new generation of lab-grown diamonds, and we are excited for retailers to join us on this journey."

"We are thrilled to share what we have been working on for the Clarity Diamond brand with the participating retailers at the Centurion Jewelry Show," said Beth Howard, Director of Sales at Clarity Diamond™. "These diamonds are unlike anything else in the market and introducing an exclusive, luxury, lab-grown experience is very exciting."

About Clarity Diamond™

Clarity Diamond™ is the first brand launched under the parent company, Plasmability. The brand is focused on producing products with a concern for human and environmental well-being and responsible management of power, water, chemicals, and waste materials.

About Plasmability

Plasmability was founded with its roots in the semiconductor manufacturing industry and operates at its headquarters in Austin, Texas. Over ten years of research and development in CVD diamond reactor technology and process design coupled with rigorous attention to quality is at the core of our success.

We have deep expertise in equipment design and production, automated data collection and analysis, process development, and manufacturing. But engineering isn't just about inventing new things for us — it's also about quality. Our quality management approach is vigorous and meticulous.

For more information or information on becoming a Clarity Diamond partner, please contact:

Beth Howard
Director of Sales, Lab-Grown Diamonds
sales@claritydiamond.com