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FOR IMMEDIATE RELEASE:

LEGENDARY DIAMOND SPOKESPERSON TO ACT AS BRAND AMBASSADOR FOR GEMESIS, THE WORLD'S PREMIER PRODUCER OF LAB-GROWN DIAMONDS

BASEL, SWITZERLAND, April 16, 2007 – The Gemesis Corporation announced today that Joan Parker will act as brand ambassador for its cultured diamonds and an adviser to the Board.

Gemesis' CEO and President Stephen D. Lux said that he is delighted to have Ms Parker involved. "We see this as a pivotal point in the development of cultured diamonds and because of her experience and reputation within the traditional diamond trade Joan is a natural ambassador to help raise both Gemesis' and the category's profile".

From her home in New York Ms. Parker commented "This is an exciting new source of diamonds that will compliment the existing mined supply and I look forward to helping to promote Gemesis Cultured Diamonds".

About The Gemesis Corporation

The Gemesis Corporation is a privately held company based in Sarasota Florida and is the world's leading producer of Cultured Diamonds. Using proprietary technology, Gemesis grows diamonds that are identical to their mined counterparts and recognized by all major Gemological Laboratories as diamond. Gemesis Cultured Diamonds possess the same chemical, optical and physical characteristics and have the same fire, brilliance and hardness as mined diamonds. For more information about Gemesis, visit www.gemesis.com.

About Joan Parker

Joan Parker has been in the diamond industry for 30 years and was the Director of The Diamond Information Center, part of the marketing arm of De Beers, for over 25 years. She later directed the public relations efforts for the De Beers LVMH retail venture and for the last 6 months has been a consultant to clients dealing in luxury goods.

NOTES: Gemesis and Gemesis Cultured Diamonds are either registered trademarks or trademarks of The Gemesis Corporation.