



DUBAI GOLD & JEWELLERY GROUP



The Jewelry Industry's Largest Internet Marketplace™

Polygon to Provide Sourcing Support for Dubai Gold and Jewellery Group Retailers during the Dubai Shopping Festival



Dubai, United Arab Emirates – January 29, 2008 – The Dubai Gold & Jewellery Group (“DGJG”) announced today that it was partnering with Polygon, the jewellery industry’s global e-marketplace, to provide sourcing support for retailers during the Dubai Shopping Festival (“DSF”). Via sponsorship of the Dubai Multi Commodities Centre (“DMCC”), all DGJG retailers can access the global e-marketplace for their sourcing needs, giving them direct connection to the world’s largest inventory of polished diamonds, coloured stones and gold jewellery made available to businesses.

DSF is one of the biggest festivals for gold jewellery sales. More than 400 jewellery outlets all over Dubai are expected to participate in this year’s DSF. With fabulous chances of winning 1 kg of gold daily, customers can look forward to an exciting time. DSF officials expect a 20% increase in sales of jewellery over the sales of last year’s festival, making immediate and convenient access to supplies especially critical for Dubai jewellery retailers.

“Dubai Gold & Jewellery Group members are already stocking up in anticipation of the Festival,” noted DGJG General Manager, Swapna Nair. “But no one can have everything in stock, and when a customer comes in with a specific request, it’s important for the retailer to be in a position to say: ‘Yes, it’s available.’ Our partnership with Polygon gives retailers that exact capability, which is of great value.”

“Dubai Gold & Jewellery Group is spending a lot of money to promote this year’s festival,” noted Polygon Marketing Manager, Claudia Schmidt. “That will translate directly into more retail sales. On the business-to-business side, Polygon is prepared and ready to ensure retailers can conveniently and efficiently connect with suppliers both locally and, when necessary, overseas. It’s going to be a great festival, and we’re looking forward to being a part of it and help DGJG retailers better cater to their customers.”

Dubai retailers can access Polygon for their sourcing needs by visiting www.polygon.net/cgi/en/join.prep

About the Dubai Gold and Jewellery Group

Formed with the support of the Dubai Department of Economic Development in 1996, the Dubai Gold and Jewellery Group (DGJG) is a trade association with over 700 members representing all sectors of the trade, including bullion trade, manufacturing, wholesale and retail. The Group has since then evolved into a prestigious trade body committed to developing and sustaining Dubai’s status as the ‘City of Gold’. It also leads the campaign to position Dubai as ‘The Jewellery Destination of the World’.

About Polygon

Polygon, in operation since 1984, is the jewellery industry’s largest and most active business-to-business online marketplace. The Polygon diamond database, estimated to be the largest collection of polished diamonds in the world, exceeds \$3 billion in wholesale value. Polygon also offers diamond parcels, one of the largest collections of finished jewellery, loose coloured stones, and watches, available in a searchable database format. Several thousands of retail jewellers, suppliers, manufacturers and other jewellery industry businesses transact millions of dollars a day of business on Polygon. With offices in Denver and Montreal, Polygon has also established offices in Dubai, Mumbai, and Hong Kong to support its global expansion. Polygon is a division of Mediagrif Interactive Technologies Inc. (TSX: MDF).

- 30 -

For more information:

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