

M I A D N N A

THE ECO DIAMOND

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Man Made Diamond Jewelry Company Wins Award for Extraordinary Growth

PORTLAND, Oregon – September 17, 2013 – Anna-Mieke Anderson, Founder and CEO of MiaDonna & Company, received a spot on the Portland Business Journals' Fastest Growing Private Companies with an impressive growth rate, now for two years in a row.

The award is given to private businesses in recognition of extraordinary growth over three consecutive years. ***"We are ecstatic to have made the list again this year.*** When we first started no one took us seriously," explains Anna-Mieke, "But, as the demand for our eco-friendly products increased sharply, the opportunities to make a difference worldwide, is truly amazing."

Anna-Mieke started out in the fashion world – and is now a mother, philanthropist and entrepreneur. A woman passionate about learning the origin of her earth-mined diamond – what she found was startling. The unethical harvesting and trading of diamonds is still damaging communities and lives. In search of a conflict free diamond, she soon realized that the only true conflict free diamond was a man made option. The female entrepreneur knew there was a better way and quickly discovered she wasn't the only one in search of a beautiful, ethical diamond alternative, which was also affordable – MiaDonna & Company was born.

A study conducted by the Global Entrepreneurship Monitor (GEM) found that 50 economies show women are creating businesses at a greater rate than men in three economies and in four others the rates are nearly equal. Evidence also shows that women are more likely to reinvest their profits in education, family and their communities.

Pushing boundaries in an industry heavily dominated by men and old traditions, Anna-Mieke offers consumers an alternative to mined diamonds: a man made, eco-friendly, beautiful and affordable diamond. "We can now make diamonds in a modern-day lab environment, that are more beautiful and affordable than earth mined diamonds; without the conflict that is associated with getting them out of the earth," states Anna-Mieke.

Fueled by her passion to give back, Anna-Mieke has built her eco-friendly empire from the grassroots level creating one of the greenest eco-friendly jewelry stores online. And it wasn't long before Engagement101 crowned her, "The Queen of Eco-Friendly Engagement Rings." While humbled by this title, she considers it a true honor to be seen as an industry leader.

She has taken her efforts a step further - Anna-Mieke founded The Greener Diamond, which is MiaDonna's charity foundation dedicated to rebuilding communities negatively impacted by the harvesting and trading of earth mined diamonds. Passionate about her foundation's work, she has personally visited West Africa to oversee the 100-acre rice farm in Sierra Leone and is currently planning a community farm in Liberia, all funded by MiaDonna® consumers.

The work Anna-Mieke is doing has captured attention around the globe by creating a conversation among diamond consumers. The online eco-friendly jewelry boutique has quickly built a strong reputation and loyal following with jewelry designs going viral on social media outlets, which has created an overwhelmingly positive consumer demand for MiaDonna's eco-friendly offerings.

"We're dedicated to making a difference" explains Anna-Mieke, "We don't just write checks to foundations, hoping they do a good job. Instead, we create our own projects that restore diamond-mining communities – and visit those communities, to ensure we're making a serious impact. It's a good feeling."

The Dali Lama once said, "Western women will save the world" and Anna-Mieke is proving that he might be right.

About MiaDonna & Co.®:

MiaDonna & Co.® was founded by consumers, who wanted access to eco-friendly jewelry. The company is an advocate for diamond and gem consumers, global societies and the earth; offering the latest in man-made diamonds and gem alternatives. MiaDonna® only uses the finest recycled gold and platinum for their magnificent American made settings. The company is dedicated to creating a greener diamond culture, and has risen to become a world leader, in modern-day, ethically produced fine jewelry. It's an affordable diamond alternative that repairs lives and land damaged by diamond industry conflict.

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