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To Whom It May Concern,

We are a Sapphire & Ruby wholesaler that has been working with Michael Arnstein and his team at The Natural Sapphire Company for the past 5 years on a daily basis. We extend high amounts of credit to his company, typically in the hundreds of thousands at any one moment.

In our business, we give our stones out to resellers like Michael before being paid a single dollar. We have no guarantees from Michael or any other company in our industry that we will be paid in a timely manner, if at all! Therefore, the entire industry exists on trust and reputation. We extend high credit to Michael's company because he is a truthful man with integrity. Michael's father Seymour, and his grandfather Walter, the founder of the company, were both honest businessmen as well that had much respect within our industry.

With all this said, when Prashant Telang was writing all of those horrible reviews about The Natural Sapphire Company, he was damaging the trust and reputation of the company. These reviews can sometimes be enough to put a company out of business as both customers and vendors may be hesitant to deal with the company. For these reasons, we understand why Michael got the court order to have these removed.

We hope to continue doing business with Michael Arnstein and The Natural Sapphire company for a very long time.

Thank you.

Regards,
Colorline, Inc.
(800)634-0050
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