



Charles & Colvard Enters Strategic Retail Partnership with Macy's

October 25, 2018

High-Quality Lab-Created Moissanite Engagement, Fine and Fashion Jewelry Now Available on Macys.com

RESEARCH TRIANGLE PARK, N.C., Oct. 25, 2018 (GLOBE NEWSWIRE) -- [Charles & Colvard](#), Ltd. (Nasdaq: CTHR), the original and leading worldwide source of created moissanite, today announced a new strategic retail partnership with Macy's to provide customers with a curated collection of Charles & Colvard lab-created moissanite jewelry.

"This new relationship with a premier, iconic retailer provides broad access to an attractive and large customer base driving nearly \$25 billion in annual sales," said Charles & Colvard President and CEO, Suzanne Miglucci. "Our initial focus is providing a custom collection of fine and fashion moissanite jewelry in Macy's online store at Macys.com. As we validate the alignment of customer and product, our partnership provides the opportunity to expand through other Macy's customer channels."

"Our partnership also confirms the rapidly-growing interest in lab-created gemstone jewelry. Savvy retailers are responding to the strong interest in ethically sourced products by consumers, especially millennials¹," Ms. Miglucci concluded.

The customer assortment of Charles & Colvard engagement and fashion rings, necklaces and earrings in 14k white, yellow and rose gold is now available at <https://www.macys.com/shop/featured/charles-colvard>.

Key Attributes of Charles & Colvard Moissanite

Charles & Colvard premium, lab-created moissanite is both an environmentally and socially responsible choice that is setting new standards in the fine jewelry industry. Its eco-friendly roots offer an alternative to mined gemstones and its physical and optical properties outshine all natural and lab-created gemstones, while also delivering excellent ratings on the toughness and hardness scales. Moissanite boasts incredible value as it retails at a fraction of the price of a mined diamond. These attributes and countless customer recommendations and reviews make moissanite a distinctive choice among colorless stones.

About Charles & Colvard, Ltd.

Charles & Colvard (Nasdaq: CTHR) believes luxury can be beautiful and conscientious. As an e-commerce-driven business, the Company uses innovative technology and sustainable practices to lead a revolution in the jewelry industry. As the original pioneer of lab-created moissanite, a rare gemstone formed from silicon carbide, Charles & Colvard delivers a brilliant product at a revolutionary value that meets the needs of today's discerning customer. Jewelry consumers seek Charles & Colvard products because of their exceptional quality as well as their environmental and social responsibility. Charles & Colvard was founded in 1995 and is based in the Research Triangle Park, North Carolina. For more information, please visit www.charlesandcolvard.com.

¹In a 2017 survey of 1,000 millennials conducted by [The Shelton Group](#), 70% of respondents noted a company's environmental focus impacts their purchasing decisions and 43% said they could name a brand they trust when it comes to their environmental and social business practices.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements expressing expectations regarding our future and projections relating to our products, sales, revenues, and earnings are typical of such statements and are made under the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to, statements about our plans, objectives, representations, and contentions and are not historical facts and typically are identified by use of terms such as "may," "will," "should," "could," "expect," "plan," "anticipate," "believe," "estimate," "predict," "continue," and similar words, although some forward-looking statements are expressed differently.

All forward-looking statements are subject to the risks and uncertainties inherent in predicting the future. You should be aware that although the forward-looking statements included herein represent management's current judgment and expectations, our actual results may differ materially from those projected, stated, or implied in these forward-looking statements as a result of many factors including, but not limited to, our dependence on consumer awareness, acceptance, and growth of sales of our products resulting from our strategic initiatives; the impact of the execution of our business plans on our liquidity; our ability to fulfill orders on a timely basis; intense competition in the worldwide jewelry industry; the financial condition of our major customers and their willingness and ability to market our products; dependence on a limited number of distributor and retail partners in our Traditional segment; dependence on our exclusive supply agreement with Cree, Inc., for the supply of our silicon carbide, or SiC, crystals; our ability to maintain compliance with The Nasdaq Stock Market's continued listing requirements; general economic and market conditions, including the current economic environment; quality control challenges from time to time that can result in lost revenue and harm to our brands and reputation; the potential impact of seasonality on our business; the impact of natural disasters on our operations; the pricing of precious metals, which is beyond our control; our current customers' potential perception of us as a competitor in the finished jewelry business; the impact of significant changes in e-commerce opportunities, technology, or models; the risk of a failure of our information technology infrastructure to protect confidential information and prevent security breaches; the potential adverse effect of December 2017 U.S. tax legislation; our ability to protect our intellectual property; the potential adverse impact of negative or inaccurate social media commentary; risks of conducting business in foreign countries; the failure to evaluate, implement, and integrate strategic opportunities; possible adverse effects of governmental regulation and oversight; and the impact of anti-takeover provisions included in our charter documents, in addition to the other risks and uncertainties described in our filings with the Securities and Exchange Commission, or the SEC, including our Report on Form 10-KT for the transition period ended June 30, 2018 and subsequent reports filed with the SEC. Forward-looking statements speak only as of the date they are made. We undertake no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur except as required by the federal securities laws, and you are urged to review and consider

disclosures that we make in the reports that we file with the SEC that discuss other factors relevant to our business.

Media Contact:

Brittany Kotary
Charles & Colvard
919-468-0399



CHARLES & COLVARD

Charles & Colvard Ltd.