



Charles & Colvard Launches on Three New Marketplaces in Australia

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Moissanite Bridal, Fine and Fashion Jewelry Now Available in Australia on eBay, Amazon and Catch

RESEARCH TRIANGLE PARK, N.C., Oct. 30, 2018 (GLOBE NEWSWIRE) -- [Charles & Colvard](#), Ltd. (Nasdaq: CTHR), the original and leading worldwide source of created moissanite, today announced the availability of Charles & Colvard moissanite jewelry on key marketplaces in Australia, including [eBay](#), [Amazon](#) and [Catch](#). The Company's expansion through these popular Australian channels continues a strategic effort to build brand and product awareness targeting the \$75 billion global online fine & fashion jewelry market¹.

"We are delighted to provide Australian consumers another way to shop and purchase Charles & Colvard jewelry," said Charles & Colvard President and CEO, Suzanne Miglucci. "Australia is an ideal, logical market expansion opportunity for us as an English speaking and heavily import-based country with consumers who are comfortable with online purchases."

E-commerce in Australia continues to grow rapidly. In 2017, Australians spent a total of \$1.95 billion per month on online shopping alone, with Australia's online retail market experiencing a 6.0% annual growth rate ².

"A key piece of our flexible and agile growth strategy, international marketplaces, such as eBay, Amazon and Catch, allow us to reach and service global customers in the ways we know they prefer to shop," Ms. Miglucci concluded.

[Earlier this month](#), Charles & Colvard announced the launch of four new Amazon marketplaces in Europe, including [Spain](#), [Italy](#), [France](#) and [Germany](#).

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.

1 <https://www.forbes.com/sites/deborahweinswig/2016/04/14/as-fine-jewelry-moves-online-the-market-sparkles/>

<https://www.mckinsey.com/industries/retail/our-insights/a-multifaceted-future-the-jewelry-industry-in-2020>

2 <https://business.nab.com.au/wp-content/uploads/2017/11/norsi-sept-2017.pdf>

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