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Press release

AWARD WINNING CHAMPAGNE DIAMOND JEWELRY TO BE SHOWCASED THROUGHOUT THE US

New York, NY, November 2, 2009 – The four winning jewelry designs from Rio Tinto's champagne diamond competition will today begin a promotional tour throughout the US.

The design competition, launched in May, was aimed at attracting talented new designers who could demonstrate the beauty of champagne diamonds, from which Rio Tinto's Argyle Diamond Mine is a leading supplier.

The winning designs - a necklace, two sets of earrings and a brooch - have been crafted into exquisite pieces of jewelry and will now form part of a nation-wide travelling exhibition, hosted at leading US jewelry retail locations. According to Jean-Marc Lieberherr, General Manager for the sales and marketing of all diamonds from Rio Tinto's mines, "the manufacturers chosen to bring these designs to life represent the best in their craft. The finished pieces of jewelry are a testament to new design talent and uncompromising manufacturing."

The manufacturers selected to produce the winning champagne diamond designs are:

Uni-Creation Inc, a vertically integrated diamantaire, produced the winning design, Evelyn's Huang's *Bulles de Champagne Collier*.

D.Navinchandra Gems, a well established, award winning diamond jewelry manufacturer, produced the second prize, Joana Miranda's *Champagne Tango Earrings*.

Interjewel USA, one of the oldest champagne diamond manufacturers, produced the third prize, *Graham Edney's Butterfly Drop Earrings*.

KIAH, part of the Sheetal Group, a leading manufacturer of champagne diamonds, produced fourth prize, Vincent Bisazza's *Champagne Flute* brooch.

The winning champagne diamond jewelry will be on display at seven US retail outlets from November 2 to December 27.

Ends

For further information please contact:

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Images of winning designs**First place**

Uni-Creation Inc, a vertically integrated diamantaire, produced the winning design, Evelyn's Huang's *Bulles de Champagne Collier*

**Second place**

D.Navinchandra Gems, a well established, award winning diamond jewelry manufacturer, produced the second prize, Joana Miranda's *Champagne Tango Earrings*

**Third place**

Interjewel USA, one of the oldest champagne diamond manufacturers, produced the third prize, *Graham Edney's Butterfly Drop Earrings*



Fourth place

KIAH, part of the Sheetal Group, a leading manufacturer of champagne diamonds, produced fourth prize, Vincent Bisazza's *Champagne Flute* brooch

**Notes to Editors****Retail schedule for winning champagne diamond designs****November 2- 8**

George Walton's Gold & Diamond Co.
4300 Old Seward Highway
Anchorage, AK 99503
+1 907-562-2571

November 9-15

Hyde Park
3000 East First Ave
Denver, CO 80206
+1 303-333-4446

November 16-22

Hyde Park
Biltmore Fashion Park
2442 E. Camelback Rd.
Phoenix, AZ 85016
+1 602 667-3541

November 23-30

St John & Myers
150 South Elkhorn Village
4379 Harrodsburg Road
Lexington, Kentucky 40513
+1 859-559-4242

December 1-6

Wick and Greene
121 Patton Avenue
Asheville, NC 28801
+1 828-253-1805

December 7-13

Molina
3134 East Camelback Road
Phoenix AZ 85016
+ 1602-955-2055

December 14-20

Black Starr & Frost
3333 Bristol Street, Suite 2413
Costa Mesa, CA 92626
714-549-2522

December 21-27

Calhoun Jewelers
500 Main Street
Royersford, PA 194
(610) 948-851

About Champagne Diamonds

- Champagne diamonds were formed billions of years ago under extreme heat and pressure beneath the earth's surface.
- Today, around US\$5 billion of champagne diamond jewellery is sold annually throughout the world.
- The Argyle Diamond Mine in the remote east Kimberley region of Western Australia is the world's largest producer of champagne diamonds.
- A color grading system (C1 to C7) created by Argyle Diamonds, has been adopted throughout the world. The darker and rarer cognac diamonds are the most expensive gems within this range.
- Champagne diamonds come in shades ranging from light champagne to deep cognac, suit all skin types and are universally appealing to men and women.
- Internationally acclaimed goldsmith and jeweller, Stuart Devlin, was the first to recognise the potential of champagne diamonds.
- A Champagne Diamond named the Golden Jubilee, was chosen as a gift for the King of Thailand to celebrate the 50th anniversary of his ascension to the throne. The Golden Jubilee was cut and polished by legendary master cutter Gabrielle Tolkowsky and at 545.65 carats, is the largest polished diamond in the world. Cutting and polishing the stone took more than three years.
- Cameron Diaz, Jennifer Love- Hewett, Jessica Simpson, Cate Blanchett, Hilary Swank and Jennifer Hudson are a few of the celebrities to embrace the beauty of champagne diamonds.
- Maria Menounos, *Entertainment Tonight's* host for the 2004 Oscars became the most talked about celebrity with her dazzling champagne diamond dress, created by haute designer Randi Rahm. It was embroidered with 2,000 champagne and cognac diamonds totalling 3,000 carats and worth a staggering US\$2.5 million.
- Champagne diamonds have always been in vogue. Cardinal Jules Mazarin, chief minister of France, was an avid collector of champagne diamonds back in the 1600's.

About Rio Tinto's Argyle Diamond Mine

- The Argyle mine is located in Western Australia, 2,500km from Perth and is 100% owned by Rio Tinto, one of the world's largest mining companies.
- In October 1979 diamonds were discovered embedded in an anthill in the East Kimberley region of Western Australia.
- Production from the Argyle mine commenced in 1983 and today on average 20 million carats are produced per annum.
- The scale of the pit is now 2 kilometres long and one kilometre wide.
- The Argyle mine life is expected to extend until at least 2018 as an underground mine is being constructed below the existing open pit mine.
- As well as being the world's largest producer of champagne diamonds, the Argyle Diamond Mine also produces the world's only consistent source of rare pink diamonds as well as white diamonds.

About Rio Tinto

- Rio Tinto is a leading international mining group headquartered in the UK, combining Rio Tinto plc, a London listed company, and Rio Tinto Limited, which is listed on the Australian Securities Exchange
- Rio Tinto's business is finding, mining and processing mineral resources. Major products are aluminium, copper, diamonds, energy, (coal and uranium), gold, industrial minerals (borax, titanium oxide, salt, talc) and iron ore. Activities span the world but are strongly represented in Australia and north America with significant businesses in South America, Asia, Europe and southern Africa.
- Rio Tinto is a world class leader in health, safety, environmental and community relations.