

Press release

Rio Tinto announces an innovative business development symposium for the US diamond jewelry market

New York, NY, March 15, 2010 – Rio Tinto, one of the world's leading diamond companies, today announced its inaugural jewelry business development symposium and design showcase, to be held in Chicago, Illinois on July 16-18, 2010.

The symposium and design showcase will bring together many of Rio Tinto's Select Diamantaires, leading North American jewelry retailers and key jewelry buying groups. The symposium is focussed on building better relationships throughout the diamond distribution channel and providing a collaborative forum for understanding key issues facing today's diamond jewelry businesses.

Commenting on Rio Tinto's commitment to the symposium Jean-Marc Lieberherr, General Manager of diamonds sales and marketing said, "we are seeing both cyclical and structural changes in the US , the world's largest retail diamond jewelry market and this will be an important forum to put these changes in context for our customers and our customers' customers".

The symposium will also provide the opportunity for Rio Tinto's Select Diamantaires to showcase their latest designs to top US retailers and obtain important retail market feedback. Rebecca Foerster, Manager of Rio Tinto's US representative office for diamonds sales and marketing, commented, " We look forward to hosting this event with the help of Rick Bannerot and R&B Partners and providing the opportunity to foster best businesses practices and the development of new business relationships."

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Notes to Editors:**About Rio Tinto's diamonds business**

- Rio Tinto is one of the world's major diamond producers through its 100 per cent control of the Argyle mine in Australia, 60 per cent share of the Diavik mine in Canada, 78 per cent interest in the Murowa mine in Zimbabwe and 100% ownership of the Bunder Project in India.
- The sorting, valuation, sales and marketing of all diamonds from Rio Tinto's mines is located in Antwerp, Belgium, with representative offices in Mumbai, New York and Hong Kong and a niche polished pink diamond business in Perth, Western Australia.
- Rio Tinto is a leading supporter of the Kimberley Process as well as a founding member of the Responsible Jewellery Council.

Website: www.riotintodiamonds.com

About Rio Tinto's Select Diamantaires

- Rio Tinto's Select Diamantaire initiatives is a customer recognition programme that celebrates and promotes the distinctive skills of Rio Tinto Diamonds' core customers for rough diamonds.
- Each Rio Tinto Select Diamantaire has been selected for their specific experience and expertise in the trading, cutting and polishing of diamonds.

Website: www.selectdiamantaire.com