

**FED:Oprah audience gifted diamond necklaces**

270 words

14 December 2010

Australian Associated Press General News

AAP

English

(c) 2010 Australian Associated Press Pty Ltd. All Rights Reserved

OPRAH PERTH, Dec 14 AAP - Each member of Oprah Winfrey's 6000-strong Sydney audience will be given a white gold and diamond necklace, courtesy of mining giant Rio Tinto Ltd.

The necklaces will feature seven diamonds, including a rare pink Argyle diamond mined in Western Australia's Kimberley region, the company told AAP on Tuesday.

They were designed specifically for the Oprah guests, a gesture announced during the second show's finale in Sydney.

The necklaces had yet to be made but would be delivered to each of the 6000 guests, a Rio spokesman said.

Rio Tinto had been in discussions with the Oprah show for two months to get the necklace designed, he said.

The commemorative gift will feature an O-shaped design in "Australian colours", the company said.

The Argyle diamond mine is the world's largest source of coloured diamonds, including whites, champagnes, cognacs, blues, greens and the rarest of all, pink diamonds.

More than 90 per cent of the world's pink diamonds come from Argyle.

"We are delighted to take part in the 25th and finale season of the Oprah Winfrey Show, which also coincides with 25 years of diamond production from Rio Tinto's Argyle mine," **Rio Tinto Diamonds** general manager of sales and marketing Jean-Marc Lieberherr said.

Mr Lieberherr said Argyle diamonds were arguably Australia's most beautiful export and the finest in their class.

WA-based pearl and fine jewellery company Kailis gave away commemorative medallions to Oprah's audience on Tuesday to introduce its products to American consumers.

AAP rlm/jmc/jl/was

Document AAP0000020101214e6ce0058x