

## Press release

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### **Rio Tinto's exceptional pink diamonds to be showcased in New York**

**New York, October 12, 2010** - Rio Tinto's exclusive Argyle Pink Diamonds Tender has arrived in New York, to be showcased alongside a much sought-after pink diamond tiara.

The 2010 Argyle Pink Diamonds Tender comprises 55 of the finest pink diamonds in the world, unearthed from the Argyle diamond mine in the remote East Kimberley region of Western Australia. Titled "Earth Magic", this year's collection is notable for its depth of colour across all lots, with many more "vivid" pinks than previous years.

Accompanying this year's Tender collection is the one-of-a-kind Argyle Pink Diamond Tiara, designed by iconic jeweller Asprey and featuring 178 rare Argyle pink diamonds. According to Josephine Archer, Business Manager for Argyle Pink Diamonds, "The tiara, with its extraordinary provenance, royal pedigree and exquisite design is a contemporary treasure that showcases beautifully the colours, sizes and shapes of rare pink diamonds from the Argyle mine."

As awareness and understanding of the uniqueness of pink diamonds from the Argyle mine has grown, so too has appreciation of their increasing rarity and investment potential. In recognition of this limited edition status, and to coincide with the 2010 Tender, Argyle Pink Diamonds has released a new publication, *Rare and Collectable* that places this rarity in the context of global supply and demand and the resulting strong price appreciation. This publication is considered timely given the increasing propensity for affluent investors and collectors to diversify their portfolios through acquisitions of rare diamonds.

New York is the final viewing location for this year's Argyle Pink Diamonds Tender with bids closing on October 26 in Perth.

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For further information on the 2010 Argyle Pink Diamonds Tender, please contact:

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### **Notes to editors**

#### **About Argyle Pink Diamonds**

Pink Diamonds, produced at Rio Tinto's Argyle mine in Western Australia, are highly coveted as the world's most sought after gems. The Argyle diamond mine produces more than 90 per cent of the world's pink diamonds, and yet they represent less than 0.1% of the Argyle production. Pink diamonds from the Argyle mine are sold in a broad range of colours and sizes to an international customer base. The best stones are reserved for the annual Pink Diamonds Tender. Rio Tinto's Argyle Pink Diamonds business is located in Perth, Western Australia, alongside its cutting and polishing factory.

Website: [www.argylepinkdiamonds.com.au](http://www.argylepinkdiamonds.com.au)

#### **About Rio Tinto's Argyle Diamond Mine**

Rio Tinto's Argyle Diamond Mine (100% owned by Rio Tinto), in Australia, is the world's only consistent supplier of rare pink diamonds and provides a large proportion of the world's coloured diamonds. Production commenced in 1983 and at its peak the mine produced more than 40 million carats per annum.

The discovery of the Argyle diamond deposit is one of innovation, patience, foresight and meticulous attention to detail in an area that is remote, even for Australians. The search for diamonds in the Kimberley region began in 1972 with a number of exciting finds proving uneconomic. However, in October 1979 diamonds were found embedded in an ant hill in the East Kimberley region of Western Australia.

In a classic exploration exercise these discoveries were followed up along a creek bed and led to what is known as the AK1 pipe, the remnant of an ancient volcano and the site of the vast Argyle deposit. Today most of the valley floor is occupied by the Argyle open pit. The Argyle diamond mine is currently transitioning from an open pit mine to an underground mine, which on current estimates will extend its life until at least 2019.

Website: [www.argylediamonds.com.au](http://www.argylediamonds.com.au)

**About Rio Tinto Diamonds**

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 of the Diavik mine in Canada, a 78 per cent interest in the Murowa mine in Zimbabwe and 100% of the Bunder Project in Madhya Pradesh.

Rio Tinto Diamonds is a leading supporter of the Kimberley Process as well as a founding member of Responsible Jewellery Council.

Website: [www.riotintodiamonds.com](http://www.riotintodiamonds.com)

**About Rio Tinto**

Rio Tinto is a leading international mining group headquartered in the UK, combining Rio Tinto plc, a London and NYSE 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 dioxide, 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.

Website: [www.riotinto.com](http://www.riotinto.com)