

Press release

Rio Tinto's exceptional pink diamonds set to entice collectors and investors alike

Perth, August 18, 2010 - Rio Tinto today announced the launch of its exclusive 2010 Argyle Pink Diamonds Tender, an increasingly rare opportunity to purchase the world's most precious pink diamonds.

This exceptional collection showcases 55 of the finest pink diamonds in the world and is notable for the unparalleled depth of colour across all lots. Commenting on the 2010 Tender collection, Josephine Archer, Business Manager for Argyle Pink Diamonds says,

"We are delighted to showcase this beautiful collection to the world. The colour saturation across this year's collection has set a new benchmark with many more "vivid" pinks than previous years."

A highlight of the 2010 collection is a classic 2.02 carat round brilliant fancy vivid purplish pink diamond. Inspired by the Tender collection's theme of "Earth Magic", Argyle Mystra™, will undoubtedly captivate bidders with its colour saturation and purplish hues. Two other hero stones have also been named in honour of mystical metaphors - Argyle Iris™, a beautiful 1.43 carat fancy purplish red square shaped diamond, named after the Greek messenger goddess and, representing a touch of heaven on Earth, Argyle Ava™, an exquisite 0.50 carat fancy purplish red round shaped diamond.

As awareness and understanding of the uniqueness of pink diamonds from the Argyle mine has grown, so too has an appreciation of the increasing rarity and investment potential of Argyle pink diamonds. 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.

This will also be the first year that the Argyle Pink Diamonds Tender will be showcased in mainland China, in recognition of the growing importance of this market for rare coloured diamonds. According to Jean-Marc Lieberherr, General Manager for the sales and marketing of all diamonds from Rio Tinto's mines,

"These diamonds are the finest in their class and Australia's most beautiful export. In the world of luxury products, Argyle pink diamonds are likened to works of art, hidden treasure, rare books and unique icons. The 2010 Tender collection will not disappoint connoisseurs, collectors and investors of the finest things in life,"

Tender viewings will be held in Perth (August 16-20), Hong Kong (September 13-20), Shanghai (September 25) and New York (October 12-17).

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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, which are sold in a broad range of colours and sizes to an international customer base.

Pink diamonds' value is directly related to their rarity. For every coloured diamond, there exists at least 10,000 colourless ones - the physical conditions needed to colour a diamond naturally occur infrequently.

The best stones are reserved for the annual Argyle 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

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. The Argyle Diamond Mine is currently transitioning from an open pit mine to an underground mine, which on current estimates will extend its life to at least 2019.

Website: 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 and a 78 per cent interest in the Murowa mine in Africa. Rio Tinto also has an advanced diamond project in India. Rio Tinto's share of the production from its diamond mines is sold through its Diamonds Sales and Marketing headquarters in Antwerp, Belgium.

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

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
