



JOINT MEDIA RELEASE

Leadership of the DTC and WFDB meet in London to discuss industry issues

London 28 August 2008; Representatives of the executive committee of the World Federation of Diamond Bourses (WFDB), led by President Avi Paz, met with a delegation from the Diamond Trading Company (DTC) led by Managing Director Varda Shine, at the DTC head office in London. The meeting took place to discuss general industry issues and concerns that are of interest to both DTC and WFDB.

The DTC offered Avi Paz congratulations for becoming the Federation's new President and recognised the success of the recent Congress in Shanghai.

Highly engaging discussions were held over a number of subjects. These included the WFDB Mark™, De Beers' generic marketing activities for Q4, the importance of the industry's response to maintaining the highest ethical standards and key issues impacting the cutting centres.

The WFDB and DTC both felt that the meeting was useful and productive and helped to demonstrate much common ground between the WFDB and the DTC.

In particular, there were a number of specific items coming from this meeting:

- The DTC applauded the WFDB for their involvement in providing input for the Financial Action Task Force (FATF) RBA Guidance for Dealers in Precious Metals and Stones and congratulated the WFDB on being accepted as a member of the FATF's Consultative Forum.
- The DTC and the WFDB are fully aligned in their goal to evidence ethical accountability in the diamond industry. To this end, the DTC is supportive of the WFDB's goal to fully implement the WFDB Mark™ as a sign of integrity, backed by a system of auditing, monitoring and enforcement.
- The DTC recognises the value to ethically operating diamond companies in becoming members of one of the 28 affiliated WFDB bourses around the world.

Notes to Editors

THE DIAMOND TRADING COMPANY (DTC)

The DTC is the rough diamond distribution arm of the De Beers family of companies and is the world's largest supplier of rough diamonds, handling approximately 40% of the world's supply by value. With activities in sorting, valuing and diamond beneficiation, the DTC has representative offices in the UK and South Africa, as well as joint venture operations in Botswana and Namibia with the governments of those countries.

Formed in 1934, the DTC was incorporated in 1986 and established as a stand alone company within the De Beers family in July 2004. It is now a Business Unit of De Beers UK Limited. Through its producer and customer value

propositions, the company is focused on maintaining its position as the world's most effective distribution channel for rough diamonds.

THE WORLD FEDERATION OF DIAMOND BOURSES (WFDB)

The World Federation of Diamond Bourses (WFDB) was established in 1947. It represents the interests of the 28 affiliated bourses situated in 20 countries and spans over four continents. By formulating standards of ethical conduct which it is able to self-regulate through the bourses judicial system, it can act as the guardian of the diamond trade protecting the interests of more than 15.000 members belonging to the 28 affiliated bourses.

Amongst its aims are

- Promoting the trade in diamonds through the formulation of fair, ethical and transparent business practices;
- Supporting and underpinning consumer confidence in the integrity of the natural diamond;
- Representing the global interest of its members
- Building on a tradition, developing accountability and promoting the integrity of members of bourses through the WFDB Mark.

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