

PRESS RELEASE

15 February 2016
New York

Diamond Producers Association announces senior positions

The Diamond Producers Association (“DPA”) has announced the appointments of Stephen Lussier as Chairman, Jim Pounds as Vice Chairman and Jean-Marc Lieberherr as Chief Executive Officer, all with immediate effect.

Stephen is Executive Vice President of Marketing at The De Beers Group of Companies, as well as Chief Executive Officer of its Forevermark brand. Jim is Executive Vice President, Diamonds, at Dominion Diamond Corporation and Jean-Marc is the former Managing Director of Rio Tinto’s diamond business.

Stephen, Jim and Jean-Marc will work closely with the other DPA members to develop the organisation’s strategic approach as it focuses on meeting its core objectives. These include maintaining and enhancing consumer demand for and confidence in diamonds, providing a reliable source of industry information and communicating the role and contribution of diamond producers to the diamond sector and broader society.

Stephen said: “Diamonds are nature’s most precious treasures and it is a real privilege to have the opportunity to tell the world their story. I look forward to working together with Jim, Jean-Marc, Sally Morrison and all of the team to ensure that the diamond dream grows ever stronger”.

Jean-Marc said: “I am looking forward to working with diamond producers and all other industry stakeholders to build an even stronger, more resilient diamond sector. It is key to the prosperity and livelihood of millions of families the world over and as such it is an exciting and rewarding endeavour”.

- ends -

About the Diamond Producers Association

The Diamond Producers Association (“DPA”) was formed in May 2015 by the world’s leading diamond mining companies, working together to support the development of the diamond sector. The DPA aims to play an important, positive role in the diamond sector and actively engage with industry and non-industry organisations to promote the interests of the sector.

Contacts:

Rio Tinto Diamonds
Robyn Ellison
Phone: +61 4 1796 8359
robyn.ellison@riotinto.com

De Beers
Lynette Gould
Phone: +44 (0) 207 430 3434
lynette.gould@debeersgroup.com