

Media release

Diamond Trading Company (DTC) announces cumulative price increases for 2008

London, 15 August 2008: As part of Diamond Trading Company's commitment to its Sightholders, the DTC has today shared a summary of its rough diamond price adjustments so far in 2008, up to and including the forthcoming August Sight. DTC now provides this information at three points during the year - ahead of annual results, and in advance of the two major trade shows in Las Vegas and Hong Kong.

The average cumulative increase in DTC rough diamond prices since the beginning of 2008 has been 16.0%. Some boxes have been affected more than others, and the strongest increases this year have been predominantly in rough that produces highly sought after SI+ and +1ct polished.

"The DTC takes a long term, sustainable view on its pricing and decisions are influenced first and foremost by demand for polished", commented Mahiar Borhanjoo, Executive Director of Sales and Client Services, DTC. "So far during 2008 DTC has seen strong and continuing consumer demand for most categories of polished diamonds, especially in the larger goods."

Notes to the Editor

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. 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.

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