

FOREVERMARK SALES TOP \$100M IN FIRST YEAR OF LAUNCH

LONDON, (Monday, 7th December, 2009) Stephen Lussier, CEO, Forevermark announced today that Forevermark has achieved over \$100 million in retail sales within the first 12 months of launch.

“The launch of Forevermark into China, Hong Kong and Japan has, despite the economic downturn gathered strong momentum. Our partner jewellers have seen Forevermark, with its unique promise of quality, integrity and inspiration creates strong consumer interest and this is even more relevant in these times of discerning luxury when consumers are taking more time in considering their luxury purchases.”

Available in approximately 250 selected Authorised Forevermark Jewellers across Asia, the launch of Forevermark has been supported by a fully integrated marketing programme which included a high profile print advertising and PR campaign, tailored local language consumer websites and the roll-out of Forevermark's distinctive black and white branding and visual merchandising.

The launch of Forevermark has also seen the introduction of Forevermark's proprietary grading and inscription services from its state-of-the-art grading facilities in Antwerp. The grading offer completes Forevermark's fully integrated quality service and has already attracted significant and sustained demand.

The past year has seen the successful sale of the largest Forevermark diamonds in the world at Christie's New York Jewels Sale - The Ponahalo Diamonds at 102.11 and 70.87 carats respectively.

It has also seen the unveiling of The Forevermark Precious Collection™ - a collection of stories and spectacular jewellery designs inspired by the word “Precious” comprising over 1,000 carats by the likes of supermodel Alek Wek, UK Jeweller of the Year 2009, Shaun Leane and Theo Fennell. The collection attracted

significant media attention in conjunction with a series of high profile public exhibitions in Hong Kong, Beijing and Tokyo which attracted some 20,000 consumers.

Forevermark diamonds have also graced the red carpets at this year's most high profile global events worn by Nicole Kidman, Uma Thurman, Julianne Moore, Sienna Miller, and Freida Pinto amongst others.

The brand recently unveiled its first retail design collection – The Forevermark Encordia Collection™ which, inspired by the ancient Greek knot of Herakles, often referred to over the centuries as the 'love knot' has received a positive reception from consumer press and Authorised Forevermark Jewellers alike. Since its launch The Forevermark Encordia™ Collection has already started to help drive sales for key Forevermark partners.

Dominic Brand Worldwide Marketing Director, Forevermark commented, *"This has been an exciting first year for Forevermark culminating in the launch of The Forevermark Encordia Collection™. We look forward to building on our success with a further series of innovative marketing plans and initiatives to be launched in 2010."*

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Notes to Editors:

About Forevermark

About Forevermark – The Inscription

Less than one percent of the world's diamonds are eligible to become a Forevermark diamond and be inscribed with the Forevermark icon and a unique identification number. Highly advanced, proprietary technology is used to inscribe the icon and unique identification number on the table facet of a Forevermark diamond. Invisible to the naked eye, the actual size of the inscription found on Forevermark diamonds is only 1/20th of a micron deep and can only be seen using a special Forevermark viewer which can be found in Authorised Forevermark Jewellers. It is confirmed by leading gemmological institutes that the Forevermark inscription does not affect the internal quality of a diamond in any way.

About Forevermark Grading

Authorised Forevermark Jewellers are able to provide a Forevermark Diamond Grading Report. It is an accurate blueprint of the qualities - cut, colour, clarity and caratage of each Forevermark diamond. The Forevermark Diamond Grading Report also features the unique identification number inscribed on the diamond and a specifically designed security hologram, providing reassurance that the Forevermark Diamond Grading Report is valid and genuine

About Forevermark – The Brand

Forevermark is a diamond brand which comes from the De Beers family of companies. Forevermark diamonds are carefully selected and come from sources committed to the highest standards; are beautifully crafted by a select group of diamantaires; and are exclusively available in select jewellers.

About Forevermark – The Company

Forevermark is a separately managed division within the De Beers family of companies. The division's main mission is to build and develop the Forevermark diamond brand. Forevermark also holds responsibility within the De Beers family of companies for driving diamond demand in key markets and maintaining consumer confidence in diamonds.