



Media Release

De Beers Canada Releases 2010 Report To Society

Toronto, May 16, 2011 – De Beers Canada is pleased to announce the release of our 2010 Report to Society at www.debeerscanada.com. This is the third annual report for De Beers Canada and presents a summary of the company's contribution to sustainable development during the 2010 reporting period. This report highlights our commitment to the key areas of economics, ethics, employees, communities and the environment.

"Sustainable development and corporate social responsibility are at the core of our business approach at De Beers Canada," explains Tom Ormsby, Director of External & Corporate Affairs for De Beers Canada. "In the process of recovering rough diamonds, we work to minimize our impact on the environment and maximize the benefits to all our stakeholders."

Some highlights of the report include:

- De Beers Canada employed 1,087 people and injected approximately \$474 million directly into the Canadian economy.
- 1.75 million carats were mined (Snap Lake Mine: 926,000; Victor Mine: 826,000).
- De Beers Canada is delivering on seven Impact Benefit Agreements and one Working Agreement with Aboriginal communities.
- C\$5.9 million was invested through cash, in-kind and staff time for Corporate Social Investment with a focus on education and literacy for the communities near our mine sites.
- At Snap Lake, \$119 million was spent on operations contracts; \$104 million (87 per cent) of this was supplied by northern businesses, and \$48 million (46 per cent) of this total were provided by Aboriginal suppliers.
- At Victor Mine, \$93 million was spent on goods and services and \$49 million (53 per cent) was supplied by Aboriginal businesses.
- The feasibility study for the Gahcho Kué Project was completed and submitted in 2010.
- An 11,000 page Environmental Impact Study (EIS) was submitted for the Gahcho Kué Project in December 2010.

The full Report to Society, including photos and audio clips, can be downloaded from www.debeerscanada.com.



For more information, please contact:

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About De Beers Canada

De Beers has been active in Canada for nearly 50 years and is the only diamond company in Canada with two operating mines. The Snap Lake Mine is located in the Northwest Territories and is Canada's only fully underground diamond mine. The Victor Mine in Northern Ontario is an open pit mine and the first diamond mine in the history of Ontario. De Beers Canada is also a Joint Venture Partner in the Gahcho Kué Project in the Northwest Territories. Advanced exploration is currently underway at the Victor Mine, targeting 15 previously identified diamond-bearing kimberlite pipes.

About this report

The report is referenced against the Global Reporting Initiative G3 guidelines and indicators and our commitment as a signatory of the UN Global Compact and supporter of the Millennium Development Goals. It also introduces a systematic sustainability management framework including our principles, policies, guidance materials and assurance programs in place at our own operations and into our value chain. The content of this report has been informed by issues identified as relevant and material by our stakeholders, and the important insights and evidence provided by our employees.