

Media Release

DE BEERS NAMES PHILIPPE MELLIER AS NEW CEO

16 MAY 2011, London – The Chairman of the De Beers Board, Nicky Oppenheimer announces that the De Beers Group has appointed Philippe Mellier as the company's new Chief Executive Officer. Mr. Mellier, currently the President of Alstom Transport and Executive Vice President of Alstom s.a., was selected after a wide-ranging search. He will formally join De Beers in July and will chair the company's Executive Committee and be appointed to the De Beers s.a. Board.

As President of Alstom Transport, Mr. Mellier oversaw a growing business with sales of almost €6 billion during the last fiscal year. He had responsibility for 27,000 employees and earned a strong reputation for delivering large capital projects, working with partners and opening new markets.

Mr. Oppenheimer commented, "Today is an exciting day for the staff and shareholders of De Beers. Having led the transformation of the diamond industry over the past decade, this appointment signals our determination to lead in a rapidly changing world. In Philippe we have found a proven leader with a reputation for delivering results while shaping businesses for the long-term. De Beers is fortunate to have the world's premier diamond experts – from exploration to mining and from sales to marketing – which enabled us to focus on finding the best leader for De Beers' future. I was impressed by Philippe's track record, which made it clear that he was the right fit for a company with the heritage of De Beers and a product with the magic of diamonds.

"With several large upstream projects underway and the rapid emergence of major downstream markets, De Beers stands on the cusp of an exciting new period of growth. To seize this moment, we were determined to find a leader with a world class track record of delivering large projects, understanding the needs of key stakeholders including government partners and clients, and an instinct for shifting consumer patterns. I am excited by the dynamism and fresh perspective that Philippe will bring to De Beers."



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Mr. Mellier said, “De Beers is a unique company with a rich legacy that stretches through history and across an industry. With such strong assets and passionate people, I am honoured to be asked to lead De Beers at this exciting time. I take on this role with humility, enthusiasm and two fundamental beliefs – the safety of our people will always be paramount, and the diamond dream will always be the bedrock of our business model.”

Cynthia Carroll, Chief Executive of Anglo American, De Beers' largest shareholder, commented on the appointment, “De Beers delivered a strong operational performance in 2010 following the success of the company's major restructuring. I am confident that Philippe will now lead the company to its next stage of growth, with steadily increasing consumer demand and several exciting projects to secure additional future supply.”

Botswana's Minister for Minerals, Energy and Water Resources (MMEWR), The Honourable Ponatshego Kedikilwe, added, “As a shareholder in De Beers and its partner in both the mining and selling of Botswana's diamonds, we are encouraged by the selection of a world class operator with a proven track record of delivering big projects within countries and working collaboratively with governments. I look forward to working with Philippe as we create further value for Botswana's diamonds.”

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Notes to Editors

Mr. Mellier graduated from ENSTA with a degree in mechanical engineering in 1979, received an MBA from INSEAD in 1980, and is fluent in four languages (French, English, Spanish and Portuguese). He began his career in 1980 with the Ford Motor Company where he occupied various senior management positions over 19 years, including an appointment as Vice President of Marketing, Sales and After Sales Activities in 1997 for Ford of Europe.

In 1999 Mr. Mellier joined Renault as a Senior Vice President in charge of European Sales, and was a member of the Management Board. In 2001 he moved to the Volvo AB company to become Chairman and CEO of Renault Trucks, and a member of the Volvo Group Executive Committee.

In 2003, Mr. Mellier became President of Alstom Transport and member of the Alstom Executive Committee. In 2004 he was appointed Executive Vice President of Alstom Group.

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About De Beers

De Beers, established in 1888, is the world's leading rough diamond company with unrivalled expertise in the exploration, mining and marketing of diamonds. Together with its joint venture partners, De Beers operates in more than 20 countries across six continents employing more than 16,000 people, and is the world's largest diamond producer with mining operations across Botswana, Namibia, South Africa and Canada. As part of the company's operating philosophy, the people of De Beers are committed to *Living up to Diamonds* by making a lasting contribution to the communities in which they live and work. In the countries in which we have mining operations, this means carrying out profitable business, whilst at the same time helping Governments achieve their aspirations of turning natural resources into shared national wealth. De Beers encourages sustainable working to ensure long-term positive development for Africa, and returns more than US\$3.0 billion to the continent every year. For further information about De Beers visit www.debeersgroup.com.