

The electronic newsletter from De Beers Canada - October 2010

Engaged



*Rory Greyvensteyn, Mine General Manager at De Beers Canada
Victor Mine, accepts an Ontario Business Achievement Award*

 **DE BEERS**
CANADA

Victor Mine wins Desjardins Award



Rory Greyvensteyn, Mine General Manager of the Victor Mine (second from left), was joined at the event by (left to right) Timmins & Area Chamber of Commerce President Gary Marriott, City of Timmins Mayor Tom Laughren and Timmins Economic Development Corporation Chair Dave McGirr.

focusing on local beneficitation throughout the life of Ontario's first diamond mine.

Mine General Manager Rory Greyvensteyn was on hand to accept the award on behalf of De Beers Canada and the Victor Mine team. "It is a tremendous honour to be recognized by business leaders from across Ontario, who are world class entrepreneurs," said Greyvensteyn. "I also wish to acknowledge the City of Timmins and the Timmins Chamber of Commerce, who have been valuable partners in the development of the Victor Mine, as well as the great team I am privileged to lead at the De Beers Canada Victor Mine. This award belongs to all of us".

On September 20, 2010, De Beers Canada Victor Mine was the proud recipient of the Desjardins Business Excellence Large Business Award, presented by the Ontario Chamber of Commerce at their 28th Annual Ontario Business Achievement Awards (OBAA) ceremony held at the Metro Toronto Convention Centre.

"These outstanding award winners exemplify business excellence through innovation, export diversity, entrepreneurial spirit and an understanding that the best investment is in their people," said Len Crispino,

President & CEO of the Ontario Chamber of Commerce. "This is the award winners' opportunity to step into the spotlight to celebrate success, not only for themselves but, for Ontario."

Victor Mine was recognized for its many accomplishments and industry best practices. Active participation as a member of the Timmins and Area Chamber of Commerce has been extremely valuable in connecting the Victor Mine to both emerging and established businesses across northern Ontario, assisting the Victor Mine in

This is the latest in a series of awards garnered by the De Beers Canada Victor Mine. The Victor Mine has also received the Timmins Chamber of Commerce NOVA Awards for Business of the Year (2009), Marketing and Innovation (2008) and the inaugural President's Award (2010). In 2009, the Victor Mine was named "Mine of the Year" by the international trade publication Mining Magazine.

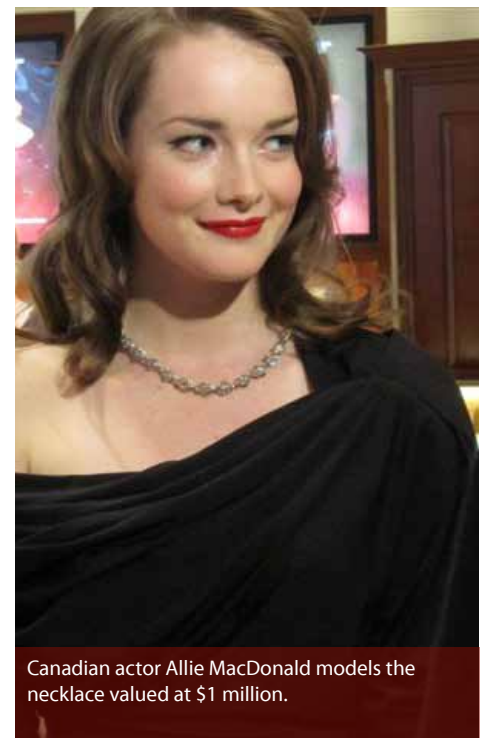
Victor diamonds make a splash at TIFF

On September 8, Birks hosted an invitation only event to preview a stunning new necklace during the Toronto International Film Festival (TIFF) that was worn on the red carpet by Allie MacDonald, star of *SCORE: A Hockey Musical*. The necklace contains 75 carats of rough diamonds from the De Beers Canada Victor Mine, Ontario's first and only diamond mine.

The necklace was designed by Reena Ahluwalia, a Canadian jewellery designer based in Toronto, who also designed the setting of two Victor diamonds into Ontario's ceremonial Mace that opens every session of the Legislative Assembly.

"A Canadian star wearing Ontario diamonds on the red carpet at the gala opening of the TIFF made all of us at Crossworks very proud," said Dylan Dix, Marketing Director of Crossworks Canada. "Crossworks made this diamond necklace to show the world the natural and exceptional beauty of Ontario diamonds from the Victor Mine, which are of the finest quality and are the most sought after in the world. These diamonds, like Allie MacDonald, are a Canadian treasure."

SCORE: A Hockey Musical opened the 2010 TIFF on September 9.



Canadian actor Allie MacDonald models the necklace valued at \$1 million.



Lutsel K'e Dene First Nation elder Albert Boucher, right, explains how he's going to fillet the trout caught for the Sept. 14 fish tasting event at Snap Lake Mine. Also in the photograph are, front, from left: Violet Mackenzie (holding trout), translator; Gail Seto, Sr. Environment Coordinator; and, back, from left: elder Ed Jones; and elder Madeline Drybones.

Elders pass along traditional knowledge at annual fish tasting

As part of De Beers Canada's commitment to sound environmental stewardship, the Snap Lake Mine holds an annual fish tasting, with the participation of our four Impact Benefit Agreement communities, in a practical demonstration of our best practices.

Elders from the Tlicho Government, North Slave Métis Alliance, Yellowknives Dene First Nation and Lutsel K'e Dene First Nation visited Snap Lake Mine on September 14 to take part in the annual fish tasting.

Two elders, Noel Drybones and Albert Boucher, travelled to the mine a day earlier to catch the fish, netting five trout of various sizes.

The event took place in a new gazebo built on the lake's western shore.

The trout were examined by the elders for suitability and were then filleted for frying or boiling over a fire. In addition, elders prepared bannock to complement the meal.

Despite a cool wind and intermittent showers, the fish tasting was a success, and resulted in the passing along of traditional knowledge.

Thanks to Gail Seto, Sr. Environment Coordinator, Fred Kotchilea, Environmental Technician Assistant, Sabet Biscaye, Superintendent of Community Relations, and Grace Mackenzie, Community Liaison Coordinator, for their work in organizing the event.

In case you missed it:

This story and more at www.debeerscanada.com

De Beers Canada, northWords Writers Festival
 Developing Long-term Partnership [Click here for the full story ...](#)

Progress at Gahcho Kué Project



In August 2009 De Beers and Mountain Province Diamonds contracted JDS Mining & Energy to complete a Project Feasibility Study. The final draft was delivered in early September this year.

De Beers will confirm the results of the Feasibility Study when the Joint Venture Management Committee has completed a thorough review of the study and has approved the final results for release.

The results of the Feasibility Study are now being reviewed by De Beers and its shareholders.

The Feasibility Study provides a detailed cost estimate for the finalized Project Description. This includes the costs for permitting the mine, for construction and operations as well as for reclamation and closure.

Mountain Province Diamonds has released the preliminary findings from the final draft, however these results have not been approved yet by the Joint Venture.



In case you missed it:

This story and more at www.debeerscanada.com

Third Annual De Beers Hay River Charity Classic Golf Tournament Raises \$33,000 for Charity

[Click here for the full story ...](#)



Northern Rhythm and the Legendary Sky Diamond

De Beers Canada commissioned a carving to commemorate the return of the Legendary Sky Diamond to Yellowknife. In June of this year, the carving was donated to the Prince of Wales Northern Heritage Centre.

The work of art, entitled *Northern Rhythm*, was created by Enterprise carver Dolphus Cadieux out of kimberlite from the De Beers Canada Snap Lake Mine. Kimberlite is the host rock for diamonds. The piece incorporates iconic northern imagery, including a loon, eagle and trout, bound together by a wave.

"Every diamond deserves a magnificent setting," said Brad Corrigan, Snap Lake Mine General Manager. "What better way to show off the diamond that flew in space with Canadian astronaut Julie Payette than with an exquisite carving

from the host rock from within the mine that the diamond originated."

The 2.89 carat Legendary Sky Diamond was mined at Snap Lake. It was donated by De Beers to Astronomy North to celebrate the International Year of Astronomy. It orbited the Earth in July 2009, and is now one of the components of the Legendary Sky Exhibit at the Prince of Wales Northern Heritage Centre.

The carving is one of three pieces commissioned by De Beers. The first carving is at De Beers Canada's Yellowknife office. Mr. Cadieux has begun work on the third, which took its place at the Snap Lake Mine last week.



About De Beers Canada [www.debeerscanada.com]

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, which is now in the Feasibility Phase. Advanced exploration is currently underway at the Victor Mine, targeting 15 previously identified diamond-bearing kimberlite pipes.

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