



BE BORN TO TANZANITE™

Press Release

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TANZANITEONE MINING Ltd. CALLS FOR ENTRIES IN THE TANZANITE CATEGORY OF THE IU AWARDS

October 25, 2011 (New York) TanzaniteOne Mining Ltd. is calling for entries into the Tanzanite Category of the IU Awards 2012. The Awards is the first international gem-cutting and jewelry design competition formed between a partnership between ICA (International Colored Gemstone Association) and UBM Asia. TanzaniteOne is pleased to sponsor the themed category highlighting one of the rarest gemstones of our time, tanzanite. To participate in the category entries must highlight tanzanite as a major proportion of the materials used. Designers who wish to participate can submit either renderings or photographs to UBM Asia prior to October 31, 2011. (www.iuawards.com) Judging will be done on renderings, and actual finished gemstone jewelry must arrive in Hong Kong prior to May 31, 2012. Finalists will receive a prize package of the following:

- International exposure via ICA and UBM
- Photography of pieces will be taken and featured in a special publication at the September Hong Kong Jewelry and Gem Fair 2012 and other key International Trade Shows.
- Exposure at a Fashion Show at the September 2012 event with models wearing pieces on the catwalk.
- Display of pieces in especially designed showcases during the September Hong Kong Jewelry and Gem Fair.
- Inclusion in an international Press release from The Tanzanite Foundation highlighting the final tanzanite winners.
- Inclusion in The Tanzanite Foundation marketing materials and website

In addition, Grand-Prize winners of the IU Awards will be provided round-trip airfare and two-night hotel accommodation in Hong Kong to attend and receive their awards.

Hayley Henning, Director of The Tanzanite Foundation said, "TanzaniteOne is absolutely thrilled to be involved with the IU Awards and looks forward to working with the ICA and UBM to identify the finest and most creative tanzanite jewelry designs. The category is especially

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significant because 2012 marks the 45th anniversary of the discovery of tanzanite. Magnificent design is a great way to showcase tanzanite's exquisite color and help people understand the gems rarity."

Jewelry Design entries can be submitted online at www.iuawards.com no later than 31 October 2011

The IU AWARDS

The IU Awards is the first international gem-cutting and jewelry design competition dedicated to colored gemstones and open to individuals from all countries and regions.

The main objectives of the IU Awards are to spotlight talent and recognize achievement in the field of lapidary arts in colored gemstones. Competition categories include jewelry design, which is further divided into wedding, formal wear, manufacturer and theme concept. The theme concept category is sponsored by TanzaniteOne.

The other main category is the gem-cutting competition, which is also further divided into three sub-categories; faceting design, carving and modern combination cuts.

TanzaniteOne Mining Ltd

TanzaniteOne is the largest and most scientifically advanced miner and supplier of rough tanzanite, a unique position that affords it the opportunity to support and influence the entire channel, from mine to market, ensuring that maximum stakeholder value is achieved at each stage of the process.

Our leading position in the tanzanite market has ensured TanzaniteOne the recognition and respect of its peers.

The Tanzanite Foundation

The Tanzanite Foundation is the Marketing and Public Relations arm of TanzaniteOne. They operate as a non-profit, industry-supported organization which was established in 2003 to grow tanzanite demand globally and create value for existing and prospective ethically operating and socially conscious industry stakeholders. The Tanzanite Foundation works to make a real difference to the lives of communities at tanzanite's source by contributing to social and economic upliftment projects. With the assistance of TanzaniteOne, they empower the local community to improve their way of life through education and sustainable development initiatives. Together they aim to place social responsibility at the heart of industry practices, encouraging the development of a tanzanite industry free from exploitation, and ensuring that local Tanzanian communities share in the rewards that the tanzanite industry earns.



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