



19 August 2013

**Richland Resources Limited  
("Richland" or "the Company") (AIM: RLD)  
Tanzaniteonline.com Launch- Online Retail of Cut & Set Tanzanite**

**Richland Resources Ltd**, the gemstones producer and developer, is pleased to announce the launch of its online retail website, [www.tanzaniteonline.com](http://www.tanzaniteonline.com). TanzaniteOneOnline, a newly-formed subsidiary of Richland Resources Ltd, is an online tanzanite boutique, which sells both tanzanite stones and jewellery, directly to consumers. Traditionally a wholesaler, this is the first time the mining company has offered its gemstones directly to consumers, outside of Africa. All TanzaniteOne Online pieces come with the Tanzanite Foundation's Mark of Rarity™ and a TanzaniteOne certificate of Authenticity and Origin, guaranteeing the tanzanite's ethical status, authenticity and conflict free origin. The online boutique is also a member of the World Responsible Jewellery Council.

Commenting today Bernard Olivier, CEO, said "With our gemstone cutting operations in their second year of operation and development of our jewellery partnerships, the launch of [tanzaniteonline.com](http://www.tanzaniteonline.com) enables Richland to retail tanzanite directly to global consumers. Our involvement in every step in our tanzanite's route from mine to market is unique – and allows us to guarantee not only the provenance, but the quality and ethical status of our gems. [Tanzaniteonline.com](http://www.tanzaniteonline.com) allows consumers to buy a range of set or unset stones of different qualities, sizes and colors using standard online payment systems. Initially pieces will be available up to around USD5000-. However, we will also offer 'exceptional', one off pieces and offer a service to source special gem requests. The growing consumer trend towards responsibly sourced coloured gemstones, and the success and margins from our Tanzanite Experience physical retail outlets saw the first store open outside of Tanzania, in Cape Town earlier in the year and gives us the confidence to build new relationships with retail customers."

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**Notes to the Editor:**

Further information is available on the Company's website: [www.richlandresourcesltd.com](http://www.richlandresourcesltd.com). Neither the contents of the Company's website nor the contents of any website accessible from hyperlinks on the Company's website (or any other website) is incorporated into, or forms part of, this announcement.