



## Regulatory Announcement

**Company:** Tanzanite One Limited

**TIDM:** TNZ

**Headline:** Two new distribution partners

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Tanzanite One Limited

23 April 2007

### **TANZANITE ONE LIMITED ('TNZ') ANNOUNCES TWO NEW DISTRIBUTION PARTNERS**

In line with its objective of growing global consumer demand for tanzanite in conjunction with increased production, TanzaniteOne (AIM:TNZ), the world's leading miner and marketer of tanzanite, today announces the appointment of two further Sightholders as Distribution Partners. The move is in accordance with TanzaniteOne's Preferred Supply Strategy, announced in February 2005. The companies selected are AG Color Inc ("AG Color") of New York and Paul Wild OHG ("Paul Wild") of Germany , bringing the total number of Sightholders to eight.

The Preferred Supply Strategy, which was a world first in the coloured gemstone industry, aims to grow the global market for tanzanite through strategic collaborative relationships with key stakeholders, selected from the world's leading gemstone cutting and distribution companies. These companies have been specifically chosen on account of their focus on tanzanite, the ability to make a long-term commitment, their distribution capabilities and understanding of the need for vertical integration, supported by operational standards of the highest degree. Sightholders exclusively attend TanzaniteOne's viewings of parcels of rough tanzanite (sights).

Both of these companies are in attendance at major jewellery exhibitions worldwide and are fitting additions to TanzaniteOne's existing list of Sightholders.

Ian Harebottle , Chief executive officer of TanzaniteOne, commented: "We are excited to welcome these two new companies and look forward to a long and successful relationship with them. TanzaniteOne benefits on both the supply and demand side from these appointments as supply and price volatility is reduced and the marketing of tanzanite is expanded so as to stimulate customer demand."

[www.tanzaniteone.com](http://www.tanzaniteone.com)

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Notes for Editors:

Paul Wild

Paul Wild OHG ( [www.paul-wild.de](http://www.paul-wild.de) ) was founded in 1926 and has become one of the leading and most successful gemstone houses in the world. Their yearly sales far exceed one million gemstones ranging from unique one-off high quality gemstones to standard gems for quantity orders. Working with the leading jewellery brands around the world, Paul Wild is creating jewellery trends and is a significant stakeholder in the world of gemstones and jewellery with branches in Germany , Thailand , Brazil and Africa .

AG Color

AG Color Inc ( [www.agcolor.com](http://www.agcolor.com) ) carries a four generation old legacy of distributing fine quality gemstones. Their offices are situated in New York and for over a decade AG Color have excelled in precision cut calibrated and free size tanzanite, carrying an inventory which includes pairs, suites and custom cut shapes and sizes for the discerning jeweller. They have carved a niche for themselves globally and specifically in the US , Hong Kong and Europe . AG Color has won both the first and second place for the American Gem Trade Association (AGTA) Spectrum Awards in pairs and suites for the past two consecutive years.

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