

RICHLAND

RESOURCES LTD

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**Richland Resources Ltd
("Richland" or "the Company") (AIM: RLD)**

Group Brand Launch

Highlights

- Group wide rebranding launch
- Richland Resources rebranded for emphasis on mining excellence and the ethical supply of natural gemstones with full provenance.
- Richland website updated to reflect new phase of growth and remains at www.Richlandresourcesltd.com
- Capricorn Sapphire brand launched for certificated Australian sapphire operations & sales
- New tanzanite online sales brand to be rolled out in Q2 2015: "Merelani Tanzanite"
- New Online sales portal being developed to sell new range of gemstones via www.RichlandGemstones.com
- All new brands can be viewed here: <http://www.richlandresourcesltd.com/online-operations/>

Online sales portal expansion: 'www.RichlandGemstones.com'.

- Sapphire to be sold through Capricorn Sapphire brand in addition to Sight / Auction systems
- Tanzanite sales to be retailed through 'Merelani Tanzanite' brand, and will be transferred from existing www.tanzaniteonline.com platform in Q2 2015.
- First sapphire sales under Capricorn Sapphire brand scheduled for Q2 2015

Richland Resources Ltd, the AIM listed gemstone mining Company, today announces the rollout of a new, phased, brand launch across all areas of the group. The new Capricorn Sapphire brand has today been launched under which only fully certificated sapphire from Australia will be sold. The certification will provide buyers and customers with a guaranteed proof of origin. Sales will be conducted through a two tier sales system to begin with: via sight/auction sales with commercial buyers and through an online portal for the general retail market.

The pre-existing www.tanzaniteonline.com website will shortly be migrated to a new and improved platform at, www.RichlandGemstones.com, that will be able to host sales of a range of different gemstones. Utilising its unsurpassed knowledge of the tanzanite industry, world class tanzanite will be sourced by Richland from the Merelani tanzanite deposit and will be retailed as "Merelani Tanzanite" on the Company's online sales website. The Company's sapphires will be sold under the Capricorn Sapphire brand. At the core of the Richland brand is an ability to supply the luxury goods market with ethical gemstones of known provenance. The brand consistency engendered by the group wide launch will look to establish a reputation for the reliable supply of ethically mined, natural gemstones across a growing portfolio of products.

Commenting on the announcement Bernard Olivier, CEO, of Richland Resources said: "With first sapphire recovery set to begin at our Capricorn Sapphire mine in the coming weeks I am also delighted to start the roll out of our new brand exercise. Our objective is to build a consistent reputation for the ethical mining and sale of coloured gemstone."

END

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Notes to editors

Capricorn Sapphire Project Summary

The Capricorn Sapphire mine consists of two new mining leases comprising about 490 hectares and associated assets and the project is 100% owned by Richland. The mining leases contain a JORC (2004) Measured Sapphire Resource of approximately 21.6 million grams (109 million carats) of sapphire, based on extensive previous exploration and following a brief period of mining by the previous owners. Richland has recommissioned the purpose-built alluvial processing plant that is capable of treating up to 200 loose cubic metres (LCM) per hour. 'Fancy' coloured sapphire has traditionally been recovered from the project but the Board believe the value from Capricorn Sapphire comes from the consistent production of standard stone types sought in the manufacture of mainstream jewelry manufacture.

In 2015, Richland sold or closed all of its operations in Tanzania relating to gemstone mining. Previously the Company had operated the worlds largest and most advanced tanzanite mine in the world.

The development of the Capricorn Sapphire project forms part of the Company's strategy to develop profitable gemstone operations, utilising its experience in coloured gemstone extraction, through efficient use of expenditure. The project offers a significant opportunity for Richland to develop a low cost, coloured gemstone operation selling fully certificated gemstones to the global market place. Queensland, Australia is a long established area for major mining operations, hosting one of the world's major sources for coal. With well-established legislation and permitting for mining in place, Queensland offers significant scope for the creation of a major coloured gemstone hub to promote ethically mined, natural Sapphire.