



### **RIO TINTO AND VÉRITÉ WIN PRESTIGIOUS STEVIE™ AWARDS FOR BEST ANIMATED FILM AND AN INTEGRATED CAMPAIGN IN 2009**

Salt Lake City, UT. – July – Rio Tinto, one of the world’s largest mining companies and Vérité, a digital communications agency, today announced that they were presented with a Stevie™ Award for the Best Animated Film in the public relations category and a Stevie™ Finalist Award for the Best Integrated Marketing Campaign in the metals and mining category. More than 2,600 entries were submitted for The 2009 American Business Awards.

The awards were presented for two key initiatives: The “From Ore to More” animated film production is an engaging story on the lifecycle of copper at Rio Tinto’s Kennecott Utah Copper. This whimsical production is viewed in schools, on the web and by tour groups. View From Ore to More at [www.kennecott.com](http://www.kennecott.com)

The “We’re part of something bigger” campaign is an innovative awareness campaign meant to promote Rio Tinto and strengthen the connection between Rio Tinto, Kennecott Land and Kennecott Utah Copper and their commitment to sustainable development. This integrated campaign consists of television and radio spots, a web site, web banners, print ads and ribbon and video banners for use at Rio Tinto Stadium. The campaign featured the creative concepts and scripts from Rio Tinto, the graphic design of Cardon Ferro and the production and execution from Vérité. The campaign emphasizes community involvement and sustainability. View the campaign at [www.partofsomethingbigger.com](http://www.partofsomethingbigger.com)

“We are so pleased that Rio Tinto and Vérité are being given these awards,” said Vérité CEO Kimberley Jones. “Together we produced two very unique and cutting edge productions. It has been very rewarding seeing the impact these initiatives are making on the community and in the media.”

“Both of these projects were educational and created to show our communities the work that we are doing in the area of sustainable development and the purpose of our work,” said Jana Kettering, Senior Adviser, Communications and Media Relations, Rio Tinto.

Nicknamed the Stevies for the Greek word “crowned,” the awards were presented during ceremonies at the Marriott Marquis Hotel in New York City. With approximately 600 executives in attendance, The 2009 American Business Awards honored a diverse cross-section of American business people, corporations, non-profits, and government agencies reflecting every important aspect of business today, from C-Suite executives to support staff; major public companies to emerging start-ups; customer services teams to corporate communicators.

“Many Americans accomplish extraordinary things in the workplace everyday, but rarely get the attention they deserve,” said Stevie Awards founder Michael Gallagher. “We hope that the Stevies inspire people at all levels of American business to recognize and honor outstanding work.”



More than 200 executives nationwide participated in judging to determine this year's finalists and Stevie Award winners.

### **About Rio Tinto**

Rio Tinto is a leading international mining group headquartered in the UK, combining Rio Tinto plc, a London and NYSE listed company, and Rio Tinto Limited, which is listed on the Australian Securities Exchange.

Rio Tinto's business is finding, mining, and processing mineral resources. Major products are aluminium, copper, diamonds, energy (coal and uranium), gold, industrial minerals (borax, titanium dioxide, salt, talc) and iron ore. Activities span the world but are strongly represented in Australia and North America with significant businesses in South America, Asia, Europe and southern Africa.

### **About Vérité**

A leading, worldwide digital communications agency, Vérité, Inc. produces unique and effective on-line tools, and creative campaigns for corporate sales, marketing and training departments. The company was founded in 1993 and initially developed digital advertising campaigns to enable businesses to communicate effectively. Vérité offerings include eTools™, on-line services for registering, testing, certification, eCommerce and more. Vérité has built innovative integrated media solutions for some of the world's leading companies including Intel, Novell, Omniture, Rio Tinto, Symantec, and more. Headquartered in Sandy, Utah, Vérité, Inc. serves clients in Utah as well as nationally. Learn more at [www.verite.com](http://www.verite.com).

### **About The Stevie Awards**

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more at [www.stevieawards.com](http://www.stevieawards.com).

Supporting sponsors of The 2009 American Business Awards include High Performance Technologies Inc., John Hancock, Lifelock, RCN Corporation, Softpro, and Ultimate Software. Media sponsor is the Business TalkRadio Network. Localization partner of the 2009 Stevie Awards is Lionbridge.

###



**Contact:**

Rio Tinto  
Jana Kettering  
801-204-2917  
[Jana.kettering@riotinto.com](mailto:Jana.kettering@riotinto.com)

Vérité  
Kimberley Jones  
801.553.1101  
[kjones@verite.com](mailto:kjones@verite.com)