



Lucara Diamond Corp.

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NEWS RELEASE

LUCARA BRINGS IN OVER \$40 MILLION FROM SECOND LARGE STONE TENDER OF THE YEAR

July 16, 2014 (LUC – TSX, LUC – BSE, LUC – NASDAQ OMX First North) ... Lucara Diamond Corp. (“Lucara” or the “Company”) is pleased to announce the results from its second Exceptional Stone Tender of 2014. The special tender of Karowe diamonds was completed on July 16, 2014 and consisted of 16 single stone lots. All 16 diamonds, totaling 1,445 carats were sold for gross revenues of \$40.12 million (\$27,755 per carat). Of the 16 stones sold, 13 sold for more than \$1.0 million each including 4 stones which sold for in excess of \$4.0 million each. The highest value stones sold were a 109.4 carats and a 118.4 carat diamond which sold for \$6.19 million (\$56,615/ct) and \$5.36 million (\$45,225/ct) respectively.

William Lamb, President and CEO, commented, "The incredible Karowe diamonds continue to yield spectacular results and the recovery of these exceptional stones also continues. The Company's next Exceptional Stone Tender is scheduled for early in the fourth quarter of 2014. Potential stones that will be included in this sale include a 239 and a 193 carat diamond, recovered during the second quarter."

On Behalf of the Board,

William Lamb
President and CEO

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CAUTIONARY NOTE REGARDING FORWARD LOOKING STATEMENTS

Certain of the statements made and contained herein in the MD&A and elsewhere constitute forward-looking statements as defined in applicable securities laws. Generally, these forward-looking statements can be identified by the use of forward-looking terminology such as “expects”, “anticipates”, “believes”, “intends”, “estimates”, “potential”, “possible” and similar expressions, or statements that events, conditions or results “will”, “may”, “could” or “should” occur or achieved.

Forward looking statements are based on the opinions and estimates of management as of the date such statements are made, and they are subject to a number of known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievement expressed or implied by such forward-looking statements. The Company believes that expectations reflected in this forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information included in this MD&A should not be unduly relied upon. In particular, this MD&A may contain forward looking information pertaining to the following: the estimates of the Company's mineral reserve and resources; estimates of the Company's production and sales volumes for the Karowe Mine; estimated costs to construct the Karowe Mine, start-up, exploration and development plans and objectives, production costs, exploration and development expenditures and reclamation costs; expectation of diamond price and changes to foreign currency exchange rate; expectations regarding the need to raise capital; possible impacts of disputes

or litigation and other risks and uncertainties describe under Risks and Uncertainties disclosed in the Company's Annual Information Form.

There can be no assurance that such statements will prove to be accurate, as the Company's results and future events could differ materially from those anticipated in this forward-looking information as a result of those factors discussed in or referred to under the heading "Risk Factors" in the Company's Annual Information Form dated March 27, 2013 available at <http://www.sedar.com>, as well as changes in general business and economic conditions, changes in interest and foreign currency rates, the supply and demand for, deliveries of and the level and volatility of prices of rough diamonds, costs of power and diesel, acts of foreign governments and the outcome of legal proceedings, inaccurate geological and recoverability assumptions (including with respect to the size, grade and recoverability of mineral reserves and resources), unanticipated operational difficulties (including failure of plant, equipment or processes to operate in accordance with specifications or expectations, cost escalations, unavailability of materials and equipment, government action or delays in the receipt of government approvals, industrial disturbances or other job actions, adverse weather conditions, and unanticipated events relating to health safety and environmental matters)

Accordingly, readers are cautioned not to place undue reliance on these forward-looking statements which speak only as of the date the statements were made, and the Company does not assume any obligations to update or revise them to reflect new events or circumstances, except as required by law.