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FOR IMMEDIATE RELEASE

Xposure PR Inc. Selected to Launch Public Awareness Campaign for the Canadian Institute of Mining, Metallurgy and Petroleum

April 14, 2005, Toronto, ON – Xposure PR Inc. today announced it has been hired by the Canadian Institute of Mining, Metallurgy and Petroleum (CIM), the leading technical society of professionals in the Canadian minerals, metals, materials and energy industries.

Xposure PR Inc. was selected to execute a media relations campaign to educate consumers about the essential role the mining and minerals industry plays in the everyday life of Canadians. Xposure PR will also handle media relations for the CIM's first annual 'Mining in Society' show, which takes place later this month in Toronto in tandem with 'Mining Rocks!', an international and multi-disciplined conference that profiles technical innovations and business best practices within the mining industry.

"We are thrilled to be working with a professional industry association like the CIM, especially during this period where the industry is experiencing significant growth" said Betty Alexander, president of Xposure PR. "We have a tremendous opportunity to profile the importance of the mining industry during this period of expansion. With the right mix of creativity, messaging and strategic counsel, Xposure PR will help the CIM build awareness of the mining industry among key audiences, including the investment community, industry professionals and the public-at-large."

About the Canadian Institute of Mining, Metallurgy and Petroleum

Founded in 1898, the Canadian Institute of Mining, Metallurgy and Petroleum is the leading technical society of professionals in the Canadian minerals, metals, materials and energy industries, and is made up of over 10,000 national and international members. For more information about CIM and the 'Mining in Society' show visit www.cim.org

About Xposure PR

Xposure PR is a partner-based public relations agency located in Toronto, Ontario. It is a results-oriented agency helping companies to gain visibility and awareness through public relations. Its areas of expertise include PR for the telecommunications, technology, foodservice, consumer products, professional services, healthcare and industry associations. For more information visit www.xposurepr.com

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