



Global Rare Earths, Rare Metals & Critical Metals Industry Organization REE World Announces Advisory Board

REE World and Market Edge Co-Host the Technology Metals Summit 2012 on February 1-2 in Toronto

Toronto, ON -- August 16, 2011 -- Rare Earth Element World ("REE World"), an international organization dedicated to providing industry executives and investor market intelligence for the rare earths, rare metals and critical metals sector; is pleased to announce their Advisory Board. Formed in March 2011, REE World's mission statement is to provide industry executives and investors with an organized voice on issues and events of importance in this rapidly growing sector.

Tracy Weslosky REE World Founder and Publisher of RareMetalBlog comments: "REE World was created to provide what we are referring to as the 'technology metals' sector with a global organization that provides a reliable source of information and commentary on relevant policies that affects us all from green energy applications to export quotas and the impact on metal prices." Robin Bromby, Sydney based *REE World Report* Sr. Editor, says "The twice-monthly bulletin sent to subscribers is vital for anyone wanting to keep pace with developments." He adds "The mainstream media, when it covers rare earths, is still at Square One, explaining the 17 elements and how europium provides the colour red in television screens. REE World, by contrast, has moved on and is constantly breaking new ground in the rare earth story."

REE World is joined by senior executives from seven of the leading rare earth mining companies, three rare earths experts and three finance/business consultants from around the world.

The REE World Advisory Board includes:

- Gary L. Billingsley, C.A., P.Eng., P.Geo, Executive Chairman, Great Western Minerals Group Ltd.
- Richard Brescianini, MAIG, General Manager Exploration & Development, Arafura Resources Limited
- Mark T. Brown, B.Comm., C.A., CFO & Director, Rare Element Resources
- D. Ian Chalmers, MSc, FAusIMM, FAIG, FIMMM, FSEG, MSGA, MGSA, FAICD, Managing Director, Alkane Resources Ltd.
- Jeff Green, President, J.A. Green & Company
- James B. Hedrick, President, Hedrick Consultants Inc.
- James Kenny, B.Comm., MBS (Finance), Director and CEO, Frontier Rare Earths Limited
- Dudley John Kingsnorth FAICD, FAusIMM, FIMMM, Executive Director of the Industrial Minerals Company of Australia Pty Ltd.
- Alastair Neill, PEng, MBA, Director and EVP, Dacha Strategic Metals and Director and President, Rare Earth Industries Ltd.
- Jefferey D. Phillips, President, Global Market Development
- Russell Starr, MA, MBA, Head of Institutional Equities and Director, Euro Pacific Canada
- Tracy Weslosky, CEO, Pro-edge Consultants Inc. (Publisher, RareMetalBlog)



- Liz Whiteway, General Manager (Brand, Communication and Community Value), Lynas Corporation Ltd.

Howard Fitch, CEO for Market Edge and co-host with REE World and RareMetalBlog for the Technology Metals Summit February 1-2, 2012 in Toronto adds “Rounding out the Advisory board is Dudley Kingsnorth who was manager for many years at the Mt Weld rare earth project in Western Australia. We are delighted that he is our keynote speaker on February 1st and we are equally delighted that Constantine E. Karayannopoulos CEO and President of Neo Material Technologies Inc. since 2005 will be on February 2nd.”

For more information on REE World, please contact:

Sharron Clayton
VP, Business Development
Pro-edge Consultants Inc.
416.581.0177
1.866.544.9622
sharron@pro-edge.com
www.REEWorld.com

For more information on the **Technology Metals Summit 2012**, please contact:

Howard Fitch, President
Market Edge Media
604-569-2209
hfitc@marketedgemedia.com