



American Rare Earths & Materials Fights Chinese Stronghold and Monopolization With American Based Solutions in Rare Earths Extraction and Applications

TORONTO, Oct. 26, 2010 (GLOBE NEWSWIRE) -- Dr. Nataliya Hearn, CEO of American Rare Earths & Materials, Corp. (OTCBB:AREM - News) (the "Company"), announced new technology and business platforms to fight the Chinese stronghold of Rare Earth metals. Dr. Hearn noted China's refusal to resume exports of Rare Earth metals to Japan has now expanded to Europe and the United States according to The New York Times (<http://www.nytimes.com/2010/10/25/business/global/25rare.html?ref=china>) and stated that the Company's focus on Rare Earths and Materials processing and applications will provide economical alternatives to the "latest act of Chinese aggression."

The company's new structure consists of three (3) main business platforms providing immediate solutions to potential shortages and growth of the companies future revenue streams:

1. Industrial Applications -- providing Rare Earth metals, super alloys, and advanced chemicals to the industrial and commercial markets
2. Mining and Processing -- providing new supply of Rare Earth metals and other strategic resources to the global market from new mining sources and new extraction technologies of the tailings from current mining facilities
3. Licensing and Marketing -- selling industrial, ingredient and consumer brands and technologies under the AREM umbrella

"Our overall goal is to provide new applications and solutions for large industrial customers in the North American markets to compete and provide solutions to the current Chinese embargo. Our expertise in Rare Earth metals is substantial, including development of applications in consumer and industrial applications," stated Dr. Hearn.

Since 2002, the company has been commercializing Rare Earth metals. This has led to the development of a unique value chain that includes the extraction of Rare Earth metals, the development of patented Rare Earth metal super alloys and the manufacture of end products using Rare Earth metal components.

Dr. Hearn noted, "Our expertise in this category has begun to be recognized, we are approaching a 52-week high in our market capitalization and we are on path to announce several new strategic partnerships and relationships."

About Us

American Rare Earths & Materials (OTCBB:AREM - News) is a leader in commercializing Rare Earth metals and quickly delivering revolutionary new products to consumer and industrial markets. The company is focused on low-risk, high-return, high-demand industries that use Rare Earth metals including aerospace, alternative energy, automotive, power transmission, shipbuilding, and transportation as well as selected consumer markets (sporting goods equipment). The company also develops advanced chemicals and materials. American Rare Earths & Materials is committed to becoming American's best and most reliable source for Rare Earth metals and advanced chemicals and materials and to fully leverage the global mega-trends in these categories. For more information, visit www.americanrare.com.

Forward-Looking Statements

Statements in this press release, other than statements of historical information, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements are inherently uncertain. Actual performance and results may differ materially from those projected or suggested due to certain risks and uncertainties, some of which are described below. Such forward-looking statements include comments regarding the future growth of the Company, expansion into the Rare Earths and metals market, and our ability to successfully develop, commercialize and distribute such products. There can be no assurance that future developments affecting the Company will be those anticipated by management. We undertake no obligation to publicly release revisions to these forward-looking statements to reflect future events or circumstances or reflect the occurrence of unanticipated events.

Additional information concerning certain risks and uncertainties that could cause actual results to differ materially from that projected or suggested is contained in the Company's filings with the Securities and Exchange Commission (SEC) over the past 12 months, copies of which are available from the SEC or may be obtained upon request from the Company.

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