



## **American Rare Earths & Materials CEO Outlines Strategic Focus in Rare Earths**

TORONTO, July 14, 2010 (GLOBE NEWSWIRE) -- Dr. Nataliya Hearn, CEO of American Rare Earths & Materials, Corp. (OTCBB:ETGF - News), outlined a corporate strategic focus in an open letter available on the company's website ([www.americanrare.com](http://www.americanrare.com)).

"Based on our 10 year experience in Scandium extraction and processing, we are undergoing a swift and aggressive transition to become America and North America's best and most reliable source for Rare Earth metals," stated Dr. Hearn. The company is currently working on opportunities to distribute Rare Earth metals like Scandium, Neodymium, and Europium that have widespread applications in transportation, shipbuilding, power transmission, as well as the automotive and aerospace industries.

Dr. Hearn stated in the letter, "We have the proven scientific know-how to transform Rare Earth metals into commercially viable products. We've done it for consumer products and are now applying our scientific expertise to industrial products."

Dr. Hearn outlined the growth opportunity, the market demand for Rare Earth metals, the desire for a non-Chinese source of supply, and the increasing need for the U.S. Government and Military to identify new sources of Rare Earth metals. The full letter can be accessed by visiting [www.americanrare.com](http://www.americanrare.com).

### **About Us**

American Rare Earths & Materials (OTCBB:ETGF - 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](http://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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