



## **Rockland Minerals IPO sets Stage for Exploration Program Launch in Prolific Labrador Trough**

The prolific Labrador Trough has been creating a lot of excitement lately.

Nestled along the border of Quebec and Labrador, more and more resource development firms have been having a lot of success in the area. And they've been catching a lot of attention.

One of the closest observers has been China. Less than a year ago Jilin Jien Nickel Industry Co. bought out Canadian Royalties for \$148 million. Canadian Royalties isn't the only success story though. Many other companies have become very active laying out plans and developing mines in the Labrador Trough.

For example, Labrador Iron Mines (TSX:LIM) has recently received mining permits from Quebec government for its project in the Labrador Trough. The company now sports a market value of \$190 million. Consolidated Thompson Iron Mines (TSX:CLM), valued at \$1.6 billion, recently announced it completed a feasibility study on its Bloom Lake Iron Ore project to *double* the production from eight million tonnes per year to 16. New Millenium Capital Corp (TSX-V:NML) is there too with market value of \$120 million.

There's a lot of activity in the region and **Rockland Minerals (TSX-V:RL)** is looking to join those high-flying success stories. The IPO has been successfully completed. A lot of the time-consuming early exploration work has already been done at Rockland's Retty Lake Cu-Ni-PGE and Schefferville Gold projects by previous heavyweights like the Iron Ore Company of Canada (IOC) and Falconbridge. Rockland will use the capital infusion to take their properties to the next stage of development.

Both of Rockland's properties have been optioned from the legendary Ernie Black, P.Eng, P.Geo. Ernie has over 55 years experience in developing mines and making world-class mineral discoveries. Ernie's latest "win" has been the development of his original Pepler Lake and Lamalee iron deposits which were taken over by Consolidated Thompson Iron Mines in 2008. Ernie is now working with Rockland to make his next big discovery.

## Ground Floor of the Labrador Trough

A few weeks ago Rockland Minerals shares began trading on the TSX Venture Exchange. The successful IPO has put \$1 million in the company's coffers and they've got two assets where they are ramping up their exploration and development efforts.

### Retty Lake Project - Labrador Trough

Rockland's Retty Lake project is a "drill ready" copper-nickel-platinum group metals (Cu-Ni-PGM) exploration project that encompasses 199 mineral claims in the Labrador Trough. The Retty Lake mineralization is analogous to that of the Raglan/Ungava district of Northern Québec where Xstrata and others have world class mines.

Rockland controls the key land position in the Retty Lake camp, completely surrounding the historic Blue Lake massive sulfide lenses, which are widely reported in the Québec government literature to contain a total estimated resource (non 43-101 compliant) of 4 million tonnes at approximately 1% Copper, 0.5% Nickel and 1 g/t Platinum + Palladium, within four known mineral-bearing lenses. These Blue Lake sulfide deposits are controlled by the La Fosse Platinum Group Inc., a private company.

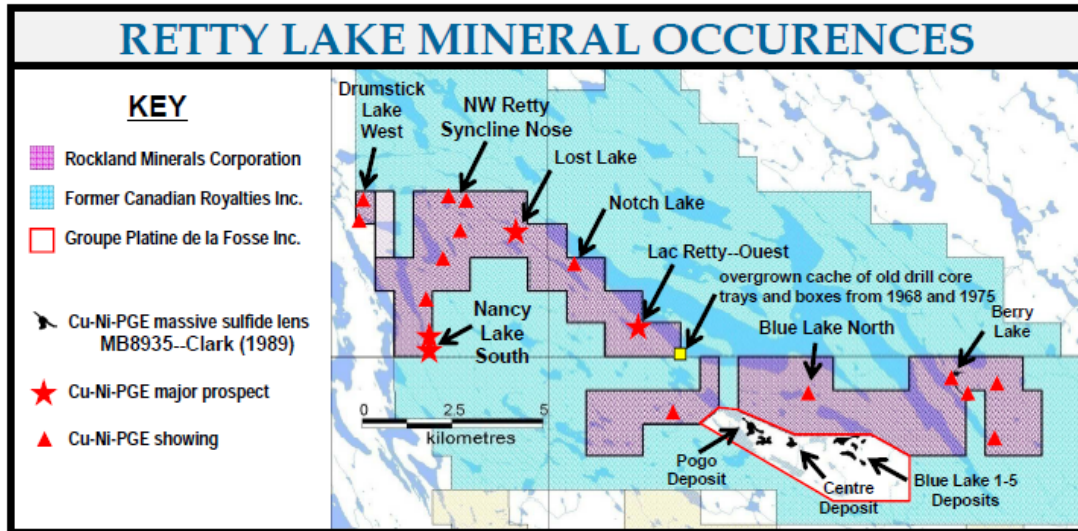
On trend to the northwest is another lens reported in the Québec literature as the "Retty Lake Deposit." Its location is shown on government maps within Rockland's claims immediately adjacent to the La Fosse ground. Recent field work lends credence to the presence of this mineralization. A cache of 192 old aluminum core trays containing un-split drill core dating from the 1960's was discovered at precisely the spot indicated in the old Government reports.

Below is picture of Ernie Black finding these core trays in 2007.



That's just the start of the unfolding Retty Lake story though. The project also has further exploration potential.

Rockland states it has "best" land package in the southern part of the Labrador Trough and it has the potential to find more lenses and additional discoveries.



(Source: [Rockland Corporate Presentation](#))

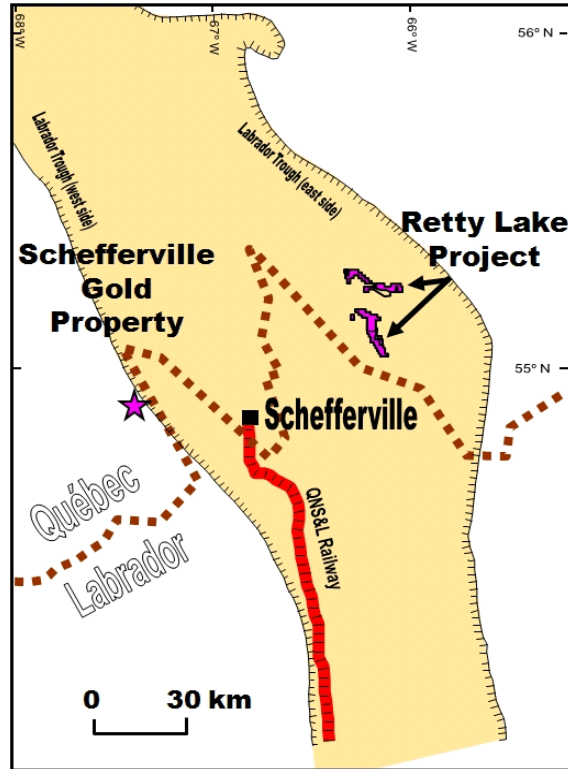
Also, since the Labrador Trough is home to so many successful exploration and mining endeavors, there is excellent infrastructure including roads, rail, logistics support, and local geological expertise. And since it's in Quebec, cash invested in exploration and development of the project is eligible for province's exploration rebate which refunds 40% of exploration expenses incurred in Quebec in cash.

With most of the ground work already completed and historical exploration data assembled, Rockland has already laid out a plan of action to drill existing targets and identify new drill targets.

The company is about to start a helicopter-borne electro-magnetic (EM) and magnetic survey. The survey will consist of 1,767 line-kilometers when complete. All that will have to be done on the ground is re-establish baseline control, and Rockland will be ready to begin a drill program for the fall of 2010.

### **Schefferville Gold Property - Quebec**

Rockland's other key property is the Schefferville Gold Property which consists of mineral claims the Ashuanipi sub-basin of eastern Quebec originally staked by the Iron Ore Company of Canada.



(Source: [Rockland Corporate Presentation](#))

The Schefferville Gold Project appears to have strikingly similar geology and geochemistry to the former producing Homestake mine in South Dakota, and the large Lupin banded iron formation gold deposit in Nunavut (formerly owned by Echo Bay Mines and now owned by Kinross). The Homestake Mine has produced more than 38 million ounces of gold since 1876. Recent drilling by a neighbouring company, in 2009, yielded very positive results, including **7.11 m of 5.56 g/t Au**.

Also, just like the Retty Lake Project, it is also eligible for the province's exploration expense rebate.

Given the relatively early stage of the project, Rockland currently has planned an extensive ground prospecting campaign in 2010.

#### **Share Structure:**

Shares outstanding: 13.4 million

Fully-diluted shares outstanding: 22.7 million

**Insider Ownership - 5.5 million (42%)**

### **Management**

Rockland's projects are early stage and that means it is absolutely critical time for the company to have a management team that has broad experience across the fields of exploration, finance and project management to successfully execute the company's plans.

Rockland has amassed a team of professionals with decades of experience in all of those areas:

**George F. Sanders, P.Geo - Director, Senior Geologist** - is a member of the Association of Professional Geoscientists and Engineers of British Columbia and is a Licensed Engineering Geologist in the State of Washington. He worked for subsidiaries of Gold Fields PLC during the 1980's in Chile and Nevada, and was Exploration Manager for Canyon Resources in Argentina from 1993 to 1995.

From 2004 to 2008 he occupied the positions of Director, President and CEO of Consolidated Pacific Bay Minerals, Ltd., a junior mining company listed on the TSX Venture Exchange, and led exploration programs for uranium and precious metals in Québec and Argentina. Mr. Sanders obtained his Bachelor of Science in Geological Engineering at the Colorado School of Mines in 1973 and obtained Masters of Science in Geology at that same school in 1975.

He is active in the Mining and Exploration Division of the Society for Mining, Metallurgy and Exploration (SME) and also belongs to the Society of Economic Geologists (SEG) and the American Association of Petroleum Geologists (AAPG). George writes the Argentina Annual Review for the Mining Journal of London each year.

**Ernest D. Black, P.Geo, P.Eng., - Sr. Advisor** - has worked domestically and internationally in mining and oil and gas exploration since 1954. Approximately 40 years of his career has been spent in corporate management, consulting and project development. Mr. Black is the founder of MPH Consulting Ltd. in Toronto and MPH Consulting Inc. in Denver, Colorado. Over the years, Mr. Black has served as an Officer, Director or Technical Advisor of several Canadian and American companies and continues to actively consult for clients in the mineral industry. His extensive mining career started as a geologist with US Steel Corp's subsidiary, Quebec Cartier Mining Company (1956 to 1963) and as a Consultant from 1964 to 1970. Between 1964 and 1967 Mr. Black consulted for WGM on the Baffinland Iron deposits and Hematite Lake Deposits. In 1967, Mr. Black also consulted to Expo Iron Mines Ltd. on the Mt. Laurier iron ore mine. Recently (2008) his original Peppler Lake and Lamalee Iron deposits (now owned by Consolidated Thompson Iron Mines Ltd.) were classified as having a total indicated resource of 935 million tonnes at 29.72% total Fe.

**Rav Mlait, MBA –President and CEO, Director** - has extensive experience in managing and raising capital for public and private companies. Mr. Mlait holds an MBA from Royal Roads University in British and his BA (Economics) from Simon Fraser University and has worked with public companies listed on the TSX and TSX Venture exchange. He was Vice President of Business Development with TSX Venture listed, Pacific Bay Minerals Ltd., exploring in Argentina, Quebec and British Columbia. Mr. Mlait has worked with TSX listed junior gold producer and explorer, Cusac Gold Mines Ltd., knowledge-management and CRM software developer, Knexa Solutions Ltd., and financial portal, Stockhouse Media Corporation.

**Bryan Loree BA, CMA –CFO, Director** - has been the Manager of Investor Relations for Syntaris Power Inc., a private renewable energy company focused on small hydro projects in British

Columbia, Since 2007. Mr. Loree has been the Business Development Officer of Nechako Minerals Corp., a private mining exploration company, since 2007 and he is the Accountant at a private construction company operating in the Lower Mainland. Mr. Loree holds a Certified Management Accountant designation, a Financial Management Diploma from the British Columbia Institute of Technology, and a BA from Simon Fraser University.

**Kanwar Herr, BA, LLB – Director** - has been an associate counsel at Dhinsa Law Office since 2005, focusing his practice in corporate law and civil litigation. Mr. Herr has significant experience in managing corporate affairs for private land development businesses across Canada and internationally. Mr. Herr obtained his Bachelor of Arts in Economics from Simon Fraser University in 2000 and his Bachelor of Laws (Honors) from the University of Wolverhampton in London, England in 2002.

**Brian Johnston – Director** - is Senior Vice-President, with Horizons Exchange Traded Funds Inc., a provider of leveraged, inverse and actively managed Exchange Traded Funds and is responsible for business development in Western Canada since 2004. Mr. Johnston has over 10 years experience in the investment industry, many of those spent in asset management and structured product sales. He started his career as an investment advisor with Merrill Lynch and CIBC Wood Gundy, advising investors and corporations in Western Canada.

# The Bottom Line

There are no guarantees in the exploration world, but Rockland Minerals certainly appears to be looking in the right spots.

Its flagship Retty Lake project is immediately on-trend with some of the best base metal discoveries in the southern Labrador Trough and is in the neighborhood of some of the most highly-valued iron-ore development projects in all of Canada in the Schefferville region.

Now, with the company's IPO complete, Rockland Minerals has everything in place to start exploring and developing its properties.

**You can follow Rockland Minerals' (TSX-V:RL) ongoing progress at [www.rocklandminerals.ca](http://www.rocklandminerals.ca).**

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## **Sources:**

[Rockland Minerals web site](#)

[Market values – TSX web site](#)

[Canadian Royalties takeover](#)

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