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News Release

PDAC Mining Matters expands Aboriginal youth outreach

Toronto (July 20, 2010) - PDAC Mining Matters is expanding its Aboriginal youth outreach program to Baker Lake in Nunavut and Webequie and Marten Falls in northern Ontario this summer. Together with the First Nations Natural Resource Youth Employment Program in Upsala, Ontario and the Manitoba Natural Resource Camp in northern Manitoba, Mining Matters will connect with over 115 Aboriginal youth ranging from ages nine to nineteen.

Mining Matters' Aboriginal outreach program introduces youth to a wide range of practical geological and mineral exploration activities including prospecting, claim staking, mapping, the use of GPS technology and the application of environmental geochemistry. Mining Matters also highlights the array of job opportunities available in the minerals industry.

New to the program this year is a partnership with Noront Resources Ltd. Mining Matters and Noront Resources will deliver mineral resource and Earth science programming for 30 youth in Webequie and 30 youth in Marten Falls. "Noront Resources is very pleased to partner with the PDAC and the communities of Webequie First Nation and Marten Falls First Nation on this worthwhile educational camp as part of our consultation program. Educating young First Nation communities' members on rocks, minerals and geology in a fun, educational camp setting is the first step in introducing youth to the mining industry" said Paul Semple, Chief Operating Officer, Noront Resources. "It is exciting to receive industry support for this important program. We hope this type of partnering continues in support of our efforts to reach out to Aboriginal youth." said Barbara Green Parker, Mining Matters' Aboriginal Education Specialist.

The importance of the traditional role of Aboriginal peoples in land and resources management is gaining recognition among the various resource industries in Canada. We have the opportunity to build on this recognition especially as the Aboriginal youth in the northern populations reach work force age. "PDAC Mining Matters is committed to building on existing education and training initiatives as well as developing new programs to engage Aboriginal youth and develop an interest in the minerals industry. We understand that building new, and strengthening existing partnerships with First Nations, industry and educational partners is critical to designing and delivering effective programs." said Patricia Dillon, President PDAC Mining Matters.



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Mining Matters is well aware that many Aboriginal communities are close to Canada's mineral exploration and mine sites. Programming is developed with special attention to the local geology of the camp location and utilizes local mentors who work in the minerals industry. Raising the students' awareness of the minerals industry and its importance in our everyday lives is critical to encouraging post secondary interest in geology and Earth science courses of study.

The program teaches the students about our abundant natural resources with an emphasis on the environment, new technology and sustainable development. "Out-of-the-classroom teaching can help get young people excited about learning and we appreciate the chance to share the wonders of geology with the kids and plant the seed for new job opportunities," said Green Parker.

Mining Matters is expanding its program model and continues to build relationships with northern communities and mineral industry partners. This is the third year Mining Matters has offered summer training programs to achieve their goal to help First Nations youth prepare for rewarding jobs in the minerals industry.

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About Noront Resources Ltd. (NOT:TSX-V)

Noront Resources Ltd. is focused on its significant and multiple, high-grade nickel-copper-platinum-palladium, chromite, gold and vanadium discoveries in an area known as the "Ring of Fire", an emerging multi-metals district located in the James Bay Lowlands of Ontario, Canada. Noront is the dominant land holder at the Ring of Fire and continues to delineate and prove up its discoveries with NI 43-101 technical and economic reports and an aggressive and well financed drill plan for 2010. All material information on Noront can be found on the Company's website at www.norontresources.com or at SEDAR at www.sedar.com

About PDAC Mining Matters

Prospectors and Developers Association of Canada Mining Matters (PDACMM) is a registered charitable organization dedicated to mineral resource education. It was established in 1997 and works to educate students about Canada's geology and mineral resource endowment and promote awareness of the importance of rocks, metals, minerals and mining through the dissemination of information and the development and distribution of educational programs and material.