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NEWS For Immediate Release

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Mineral Resources International, Inc. Takes Action against Counterfeit Press Release

July 15, 2010 Ogden, UT —Mineral Resources International, Inc. (“MRI”) is warning the public about a counterfeit, libelous press release that is being circulated on the Internet and as a “Public Notice” in newspapers in India that purports to be written by a Mr. “Tom Anderson,” an alleged corporate lawyer purportedly representing the state of Utah. MRI is warning that the purported “press release,” which was published on PRLog.org and in *Dehradun Plus*, an Indian newspaper, on July 4, 2010 is a counterfeit release that contained many false, disparaging, and libelous statements directed against MRI.

MRI has forwarded the information and purported “press release” to the State of Utah, Division of Water Rights, as well as to the Utah Attorney’s General’s Office for further investigation and action. MRI has also sent a Cease and Desist letter to the purported email address of “Tom Anderson” and to PRLog.org, who removed the libelous “press release” from its website.

MRI believes it is highly likely that this libelous “press release” is the latest in a series of desperate attempts by an MRI competitor in India, Keva Industries, to wrongfully damage the reputation of MRI. Keva Industries has contracted to be the exclusive distributor in India of the products of Trace Minerals Research, L.C. (“TMR, L.C.”), a U.S.-based dietary supplement marketing company.

TMR, L.C. competes directly with MRI in the United States and indirectly with MRI throughout the world by means of its distributors. Keva Industries has denied responsibility for the libelous “press release.” However, the phony “press release” was published under suspicious circumstances. The press release was transmitted to PRLog.org from an IP address located in India, under the phony name of a non-existent individual—“Tom Anderson, Corporate Lawyer, Utah, USA.” In addition, as the sole or primary competitor of MRI’s products in India, Keva Industries—which sells TMR, L.C.’s products, rather than MRI’s products—is the entity most likely to benefit from the ill will generated against MRI by such release. Therefore, regardless of whether Keva Industries was involved in the original publication of the phony, libelous “press release,” consumers should not tolerate its “re-publication” by representatives of Keva Industries or other distributors of TMR, L.C.’s products in conjunction with the marketing of TMR, L.C.’s products.

MRI manufactures premium quality mineral supplements that have helped thousands of people throughout the world. As such, MRI has become a target of bitter, disenfranchised competitors who seek to undermine and destroy MRI, rather than to compete on the merits of products in the marketplace. MRI asks consumers to see the press release and accusations as what they really are—desperate attempts by desperate individuals.

MRI would like to set the record straight by responding point-by-point below to the fraudulent release and charges issued by “Tom Anderson.”

Lack of Identity

MRI believes that “Tom Anderson” is the fictitious name of a non-existent individual who has most likely been created by MRI’s competitors in India to pose as a purported representative of the State of Utah. If the press release were an actual, legitimate release, it would contain the author’s name, the agency or

department of the State of Utah, a web site, an address, as well as contact information for the individual. As such, there is no such contact information provided in the release—only an e-mail address listed as “tomanderson9887@gmail.com.” It is common knowledge that a “gmail” account can be set up by almost anyone without being required to provide legitimate contact information.

Second, in Utah, in-house corporate attorneys are required to register with the State of Utah as in-house counsel. There is only one attorney licensed in the State of Utah with a name similar to “Tom Anderson”—an attorney by the name of Thomas C. Anderson. MRI contacted Thomas C. Anderson, who works for the Education Division of the Utah Attorney General’s Office and confirmed that he knew nothing about and had nothing to do with the phony press release published on PRLog.org. MRI also researched the licensed attorney rosters for all 50 states of the United States and confirmed that there is no “Thomas Anderson” or “Tom Anderson” licensed in any state, listing a business address in the State of Utah—other than the Thomas C. Anderson described above.

Finally, the IP address of the computer used to submit the “press release” to PRLog.org (59.90.173.131) was traced to a computer located in Surat, Gujarat, India—not a computer located in Utah.

Claims of Corporate History

In the phony press release, MRI’s competitors have claimed that there is no evidence and history of MRI prior to 1995 and that MRI is not the original marketer of minerals from the Great Salt Lake. MRI’s founders, Hartley and Gaye Anderson, began selling their first product, Inland Sea Water™ in 1969 under a company name different from MRI. The Anderson family has sold all-natural mineral supplements from Utah’s Great Salt Lake for more than 40 years. Since 1969, the Andersons have established various marketing companies that have sold to various dynamic markets. Although the Anderson family’s current company, MRI, was not incorporated until 1995, it is the entity that legally became the primary “successor-in-interest” to the previous Anderson family group of companies that date back to 1969. MRI has honestly represented that the history it refers to as its own is actually that of the Anderson family, individually and collectively, which predates the organization of the Anderson family’s current company known as MRI, but which MRI has a rightful claim to use as the only legitimate successor-in-interest to the Anderson family’s previous business entities.

Mineral Harvesting/Water Rights

“Tom Anderson” claims that MRI “is having no water rights or any legal license to extract minerals or water from the Great Salt Lake, Utah, USA” [sic]. **As is clearly stated in MRI’s publications and on MRI’s web site, the water right available to MRI is through NorthShore Limited Partnership (“NorthShore”), a sister company of MRI that deals exclusively with MRI. Further, NorthShore is the only food-grade, solar-evaporation harvester of minerals from Utah’s Great Salt Lake.**

In fact, NorthShore has a “perfected” water right to harvest water from the Great Salt Lake. While some companies may have authorization to extract minerals from the lake through a water right application, the application is temporary and can be rejected on a permanent basis, if the applying entity fails to show proof that the water right is actually being used in extracting brines from the stated location.

In the case of TMR, L.C., a rejection notice was recently issued by the state of Utah that states:

*The applicant was sent two requests for the required copy of a contract for the payment of royalties. The State Engineer has not received a response. It is the opinion of the State Engineer that the applicant has not complied with the provision of Section 73-3-8(3)(a). It is therefore, **ORDERED** and Application to Appropriate Water Number 13-3860(A77060) is hereby **REJECTED.** [No emphasis added]*

To view the full rejection letter, go to:

<http://waterrights.utah.gov/docImport/0530/05308099.pdf>. Therefore, it is clear that TMR, L.C. currently is not authorized to harvest minerals from the Great Salt Lake itself, but must obtain its minerals from another source. As of this date, MRI is not aware that TMR, L.C. has disclosed the name(s) of its source(s) of minerals to the consuming public.

Solar-Evaporation Claims and NorthShore

MRI's competitors have also stated that "the real source and processes of MRI remains a mystery." This statement is as ridiculous as it is false. MRI directs consumers to:

<http://www.mineralresourcesint.com/harvest.html> where they can view a slideshow of NorthShore and learn more about how the Anderson family, NorthShore, and MRI produce its premium mineral and trace element supplements.

Furthermore, using Google Earth™, one can view NorthShore, which is located on the remote northern tip of the northwest arm of the Great Salt Lake. The coordinates are: Latitude 41°42'04" North and Longitude 112°51'38" West.

Claims of Adulteration

MRI takes great exception and umbrage to claims of product adulteration. **MRI intends to pursue prosecution of all those who publish such libelous claims to the full extent of the law.**

MRI conducts rigorous purity and potency testing at its in-house laboratory. Test results clearly show that MRI's products do not contain steroids or chemicals. Further, for added safety and transparency to MRI's customers and consumers, MRI verifies its in-house test results with independent, third-party labs, which also show a complete absence of adulterants. It is MRI's best information and belief that MRI's competitors do not have an in-house lab, chemists, and a quality control staff. Instead, all potency and purity testing is conducted by outside labs, which would raise the question, "How much control over quality do MRI's competitors really have?" If an adulterant was found in the products of MRI's competitors, who would be the first to know about it?

As an example, in 2008, it was discovered that some of MRI's competitors were selling a particular concentrated mineral product (which was an imitation of a concentrated mineral product manufactured by MRI) that **did not meet label claim for more than one year**. In fact, *independent* lab tests of **two** separate manufacturing lots of that imitation product showed a *major* discrepancy in the amount of minerals represented to be in the product. Therefore, in at least one past instance when MRI's competitors utilized independent labs to monitor product quality, there were significant gaps in quality control, which allowed adulterated, misbranded product to enter the U.S. marketplace.

Furthermore,

- MRI's minerals are Generally Recognized as Safe or GRAS. MRI's competitors do not have this designation.
- CMD has been the subject of two safety tests—the *Salmonella* mutagenicity or Ames assay and L5178Y Mouse Lymphoma test. Both of these tests are well recognized and validated genotoxicity testing methods, and **both of these tests show that CMD, manufactured by MRI, does not pose a threat for consumers and is safe for human consumption**. To the best of MRI's knowledge, MRI's competitors' products lack this safety testing, whereas they have not published any evidence of safety testing conducted concerning their products.
- MRI's minerals pass the U.S. Food Chemicals Codex's heavy metals safety test.
- MRI is cGMP (current Good Manufacturing Practices) certified by NSF International, the leading, GMP-certifying organization. As part of MRI's certification with NSF, MRI, including its facility,

standard operating procedures, process controls and finish product controls, are audited and evaluated *twice a year*.

- MRI's electrolyte product, which is sold in the athletic market, has been shown to be free from WADA (World Anti-Doping Agency)-banned substances and hormones through ongoing testing. MRI's competitors' imitation electrolyte product, however, has no such certification to the best of MRI's knowledge.

Awards and Certifications

Claims that MRI and its products are not backed by "awards" are ridiculous. MRI and its products are backed by several certifications and awards.

Further, MRI's products are also backed by clinical studies—a claim that MRI's competitors cannot make. While MRI's competitors have accused MRI of not having "awards," MRI would like to point out that MRI has something stronger—clinical studies—in addition to awards. Furthermore, while MRI's competitors would like to claim that they have clinical studies too, those studies were conducted concerning MRI's formulas—not the formulas that MRI's competitors currently sell. MRI's competitors have admitted that they are currently using different manufacturers, formulas, and processes than those of MRI.

Second, in the U.S. it is common knowledge that the most reputable and universally accepted rating for a business can be found at the Better Business Bureau (BBB). MRI has an "A" rating (Source: <http://www.bbb.org/utah/business-reviews/health-and-beauty-aid-mfr-and-dist-companies/mineral-resources-international-in-ogden-ut-15000081>).

We would invite consumers to check out the ratings of MRI's competitors, such as TMR, L.C., to see how they compare. (Source: <http://www.bbb.org/utah/business-reviews/health-and-diet-food-products-wholesale-and-manufacturing/trace-minerals-research-lc-in-ogden-ut-22165116>). The BBB ratings speak for themselves.

Attempts by angry competitors to tear down MRI are just that—sad attempts. They clearly demonstrate how desperate these individuals must be to believe they must resort to such unfortunate unethical, illegal, and unprofessional behavior.

The choice is clear—only MRI has the 100 percent verifiable source as well as the methods, quality, research, experience, knowledge, and certifications. MRI believes that informed consumers will choose the 100% natural, food-grade, solar-produced minerals that only MRI provides.

MRI invites anyone who may have a question or concern, to please contact MRI at 1.800.731.7866 or visit www.mineralresourcesint.com.

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About Mineral Resources International, Inc.:

Founded as the legal successor-in-interest to the group of companies originally formed in 1969 by the Anderson family, Mineral Resources International, Inc. (MRI) (www.mineralresourcesint.com) specializes in developing, manufacturing, and distributing noteworthy nutritional supplements in liquid, tablet, and powder delivery forms, integrating naturally occurring minerals and trace minerals harvested from Utah's Great Salt Lake. Through its close relationship with NorthShore Limited Partnership, its exclusive supplier and the only government-inspected, food-grade, solar evaporation mineral harvester on the Great Salt Lake, MRI goes to great lengths to ensure an all-natural, GRAS (Generally Recognized as Safe) mineral and trace element product while maintaining consistent standardization, concentration, and balance in each lot. MRI manufactures a complete line of innovative dietary supplements ranging from multi-vitamins to targeted nutritional formulas using all-natural ionic minerals. In addition, MRI provides a complete portfolio of premium, all-natural ionic mineral ingredients for use in supplements, functional beverages and foods. MRI's products are sold worldwide through a variety of distribution channels including natural products, specialty retail stores, and natural health care practitioners.