

# **PRESS RELEASE**

**TSX Venture: MAT**

## **Matamec appoints MI3 as Investor Relations Firm**

**Montreal, November 6, 2009 - Matamec Explorations Inc.** (“**Matamec**”) announces that it has finalized an agreement with MI3 Communication Financière Inc. (“**MI3**”) to provide investor relations services thus increasing its visibility within the financial community. MI3, a Montreal based firm, provides communication services to public companies, primarily in the mining sector.

Following the signing of this agreement, Mr. Mario Drolet, president of MI3, declared: “We are proud to be associated with an experienced team, managers of world class projects in two dynamic markets: rare earth elements and gold, located in two of the top mining jurisdictions in the world, Quebec and Ontario, and have recently closed a financing with institutional investment firms located in Quebec, Ontario, Alberta and British Columbia.”

MI3’s strength lies on its experienced team. These experienced financial professionals have through the years, created a privileged high-value network of individuals and institutions. This association will enable Matamec to reinforce its organizational structure with the aim of enhancing communication with its various financial partners and increasing this network.

Subject to the approval of the regulatory authorities, the service agreement, which has an initial term of 6 months and may thereafter be terminated upon a 30 day notice, provides for a monthly fee of \$ 6,500 and granting of 150,000 stock options exercisable at a price of \$ 0.40 per share for a period of two years, which shall vest in increments of 25% during the first four quarters. These options, as well as the terms and conditions of exercise, are governed by the Company’s stock option plan and are subject to a four month hold period from the date they are granted.

### **About MI3**

MI3 is an innovative firm that provides financial communication services which integrates the rhythm of the actual global economy by using traditional financial networks, marketing via internet, and the power of both media and social networks. Established in Montreal, MI3 has a program of bilingual communication which includes the following services: proactive market analysis and market follow-up with brokers and institutions, market intelligence, trade missions, strategic communications, search engine optimization, online marketing campaigns and webcasts for public companies trading on North American capital markets.

## **About Matamec**

**Matamec** is exploring for rare earth elements on the Heavy Rare Earth's Kipawa deposit (Zeus property), located in the Kipawa Alkaline Complex in Temiscamingue, Quebec, and for significant gold deposits in the Timmins mining camp in Ontario, of which the two main targets are the Matheson JV property, with Goldcorp Canada Ltd and Goldcorp Inc, and the Montclerg property.

*"Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release."*

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