



## **INFORMATION BULLETIN: Avalon CEO interviewed on BNN and CNBC**

The Rare Earths have been receiving a lot of attention in the media lately due to global events, increased investor interest and rising share prices for rare earth companies such as Avalon.

Below are links to two interviews done recently by Avalon's CEO Don Bubar, first on BNN on December 29 and then on CNBC on January 4.

BNN, December 29 <http://watch.bnn.ca/#clip394602>

CNBC, January 4 <http://www.cnbc.com/id/15840232?video=1721008830&play=1>

BNN also conducted interviews on January 4 discussing rare earth market trends with Jack Lifton of Technology Metals Research and Mark Smith CEO of Molycorp. Avalon followers may find these commentaries of interest as well.

Jack Lifton on BNN <http://watch.bnn.ca/#clip396446>

Mark Smith on BNN <http://www.bnn.ca/News/2011/1/4/Can-the-Molycorp-rally-last.aspx>

Of particular note is the increased attention on the heavy rare earths in much of the recent media commentary.

### **ABOUT AVALON RARE METALS INC.**

[Avalon Rare Metals Inc.](#) (TSX & NYSE Amex: AVL) is a mineral exploration and development company focused on rare metals deposits in Canada. Its flagship project, the 100%-owned Nechalacho Deposit, Thor Lake, NWT, is emerging as one of the largest undeveloped rare earth elements resources in the world. Its exceptional enrichment in the more valuable 'heavy' rare earth elements, which are key to enabling advances in green energy technology and other growing high-tech applications, is one of the few potential sources of these critical elements outside of China, currently the source of 95% of world supply. Avalon is well funded, has no debt and its work programs are progressing steadily. Social responsibility and environmental stewardship are corporate cornerstones. Avalon's

performance on community engagement in the north earned it the 2010 PDAC Environmental and Social Responsibility Award.

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