

News Release for Immediate Release

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Local Mining Contractor Digs Into International Market

ISMS Exclusive Contractor to International Mining Corporations

Monday, March 8, 2010 (Las Vegas, Nevada) International Specialized Mining Services, Inc. (ISMS), headquartered in Pahrump, Nevada has positioned itself to become a premier provider of contracted mining services with the rollout of a new professionally designed brand and development of an informative online presence.

While the west is home to several internationally recognized corporate-owned mining enterprises, ISMS is among a handful of family-owned and operated expert mining contractors in North America. Their recent re-branding campaign which included a newly integrated company-wide positioning strategy, combined with the launch of their new website and other marketing tools, demonstrates their strength and commitment to building their corporation, as well as establishing ISMS for future growth within an international market.

Lorenzo Ceballos, ISMS President and Director stated, "We felt it was very important for us to take this next important step, establishing ISMS as a serious mining contractor. We have been a well-known competitor in the marketplace for some time. While we have been in business for a few years now, but we never set aside any time to examine the value that a new logo or a marketing strategy could bring to our company. Now we have the plan and the tools we need to move forward."

ISMS currently employs approximately 100 people in the U.S. and Mexico. Approximately 80% of their workforce are mine site workers. Their five-member executive team oversees domestic and international projects with the help of a 15 member supervisory and management team, consisting of production, technical and engineering professionals. While the majority of the work is accomplished on mine sites, the ISMS headquarters is located in Pahrump, Nevada.

"Our customers and employees now appreciate and recognize ISMS a formidable competitor. And more importantly, we have developed a plan of action that will help us to convey a clear message to our audience," added Veda Ceballos, Vice President. "If you want to know what's going on with ISMS, all you have to do is look at our website. We will be posting jobs, news and association announcements. We hope to become another informative resource to the mining community," she added.

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Established in 2007, ISMS has successfully recruited and built a dedicated core team of mining experts from around the world. Diversified in expertise, the executive group represents an excellent cross section of mine engineering, operations, and management capabilities. From our mine site teams to the executive board, every member on the ISMS team acknowledges our long-standing customer partnerships and supplier transactions. We respect and honor these relationships and the significance they bring to the growth of the mining industry. Our intention is to continue to build on the successes of the organization in this regard and to secure a future as a well known and respected mine development contracting company. More ... www.ismsmining.com