

# Media Advisory

For Immediate Release

## Investors in Mining and Exploration turn to 3D

### “See It” session at PDAC Tradeshow informs investors

Toronto, ON, March 2<sup>nd</sup>, 2008 – The “See It” virtual reality sessions will feature state of the art technology to let potential investors see why a company deserves their hard-earned money. The sessions will take place at the Prospectors and Developers Association of Canada’s (PDAC) annual convention and trade show in Toronto.

Eight of Ontario’s most promising investment properties will be using the virtual reality (VR) technology to wow investors. Companies like FNX Mining, Lake Shore Gold Corp. and Tamaka Gold Corp will present information in a revolutionary way that turns numbers, forecasts and drill holes into three dimensional visual representations.

MIRARCO Mining Innovation, the Sudbury-based research and development firm is attending the convention and bringing with it a virtual reality viewing area. Mining companies will use this theatre to make their “See It” presentations to investors.

“We’re very excited to be able to bring our technology to an international forum where it can help people understand a company before they make an investment,” said MIRARCO’s Business Development Officer, Jane Djivre.

This technology is growing in popularity amongst members of the mining and exploration community, with companies commissioning MIRARCO to create 3D models of mine sites or data gathered from exploration.

The “See It” VR investor sessions take place between March 2 and March 5 at the PDAC convention in downtown Toronto. A schedule of the presentations can be found online at <http://seeit.mirarco.org>.

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