

MEDIA ANNOUNCEMENT

1 September, 2011

## **Focus Minerals Launches iPad Application on the Apple iTunes Store**

- *Application enables investors to explore operations* -
- *Search “Focus Minerals” on the iTunes store to download* -

Focus Minerals Ltd (ASX: FML), an Australian gold producer, has launched an iPad application on the Apple iTunes store enabling existing and prospective investors to explore its operations through the touch screen tablet.

The application enables users to zoom through maps to explore Focus' various mining operations in more detail, whilst accessing geological maps, pictures, production and exploration data and watching animated fly throughs of the project areas. In addition they can source live share market feeds, company news feeds and historical share trading data.

“We are always looking at ways to improve how we communicate with investors, and using the iPad is just a logical way to bring together a host of different information sources into one stylish package for the user to explore,” said Focus Minerals CEO, Campbell Baird.

“I'm not aware of any other mining company using this technology to reach out to its investors like this,” Baird said.

Using the application, users can access information including:

- Interactive maps of the mining operations and exploration areas
- Latest production data
- Geological maps for key project areas with exploration data
- A range of project fly throughs
- Live market prices and news feeds
- Interactive features for historical data.
- Interactive graphing to explain the company's strategic growth plans

“We had the pre-release edition on our stand at Diggers and Dealers at the beginning of August debuting it to our peers and it got a great reception,” said Mr Baird.

“Tablet technology clearly has so many business application opportunities and I therefore think you will see more and more companies turning onto this year over the course of this year.”

**To download the application on your iPad, simply search for “Focus Minerals” on the iTunes store, or click the following link:** <http://itunes.apple.com/au/app/focus-minerals-investor-app/id452979053?ls=1&mt=8> **The application is free to download.**

**Campbell Baird**  
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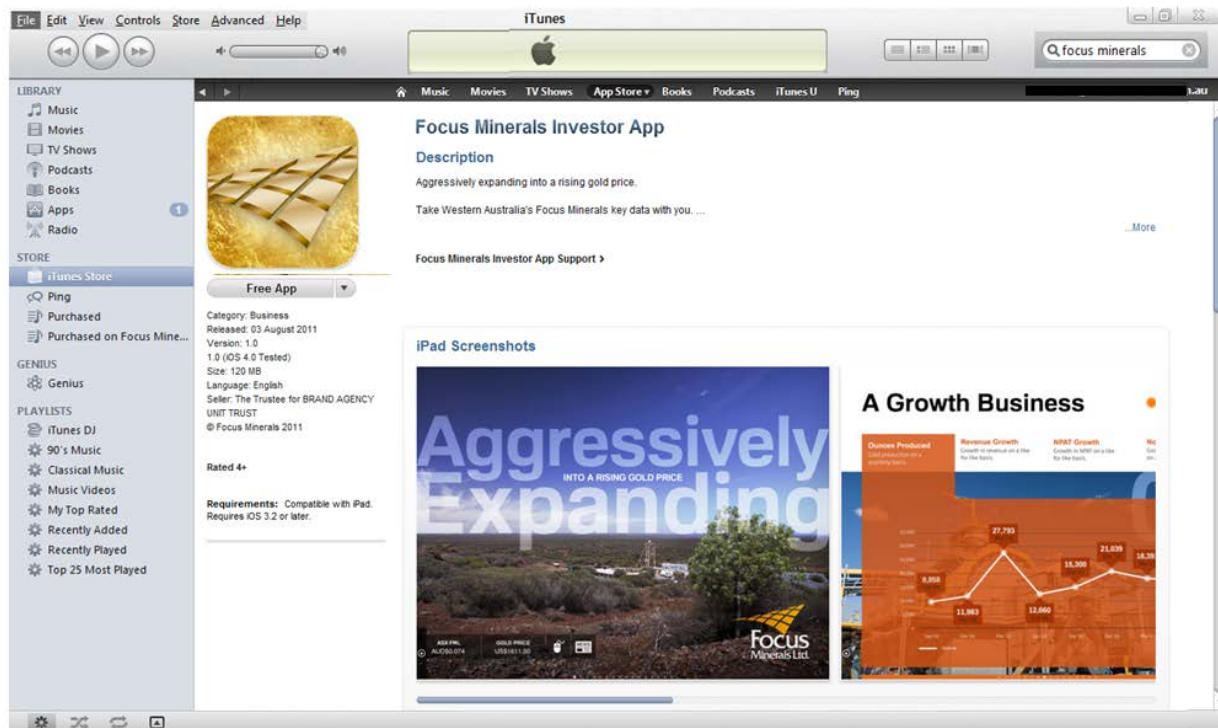
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Search “Focus Minerals” on the iTunes store today to download the Focus Investor App



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### **BACKGROUND INFORMATION – FOCUS MINERALS LTD**

Focus Minerals Ltd (ASX: FML) is a gold producer based in Western Australia's Eastern Goldfields. The company holds the mineral rights to 449km<sup>2</sup> of tenements and is the largest landholder in the Coolgardie Gold Belt located 560km east of Perth and 35km west of the 'Super Pit' in Kalgoorlie-Boulder. Focus is currently in production from underground and open pit operations at its flagship Tindals Mining Centre in Coolgardie, adjacent to its 1.2Mtpa Three Mile Hill processing plant. In March 2011 it opened The Mount, a new high-grade underground mine, located 85km to the south of the processing plant. In addition Focus recently acquired 100% ownership in the highly prospective Treasure Island Gold Project, situated at Lake Cowan at the southern end of the Boulder-Lefroy fault.