



AVALON
RARE METALS INC.

INDUSTRY BULLETIN: Avalon Joins the Rare Earth Industry and Technology Association (REITA)

[Avalon Rare Metals Inc.](#) ([TSX](#) and [NYSE Amex](#): AVL) ("Avalon" or the "Company") is pleased to confirm that the Company has joined the Rare Earth Industry and Technology Association ("REITA") as a Rare Earth Supplier Member. REITA is a non-profit corporation based in Greenwood Village, Colorado, formed to facilitate the development and commercialization of rare earth technologies. REITA's vision is to be the premier association of industry, government and academic partners meeting the global need for rare earth materials and products.

Avalon is looking forward to working with REITA members on issues of common concern and to achieve goals such as increasing public awareness and education of supply chain issues, creating high quality jobs, helping to facilitate the development of new technologies and markets, and supporting other global initiatives critical to the growth of the rare earth industry.

For your information, following is the news release issued on October 24, 2011 by Keith Delaney, REITA's Executive Director:

Ford and Avalon Rare Metals Latest to Join Rare Earth Trade Group

Greenwood Village, CO (October 24, 2011) -- The Rare Earth Industry and Technology Association ([REITA](#)) announced today the group's newest members who will join REITA's [other prominent industry and academic organizations](#) in addressing global supply chain issues for rare earth products. The new REITA members are Ford Motor Company and Avalon Rare Metals Inc. of Toronto.

Rare earth elements have applications throughout the motor vehicle industry from windshields to catalytic converters. Of particular importance are rare earth permanent magnets which are used for powering many of the hybrid and other advanced electric vehicles being offered today.

Avalon is a Canadian-based mineral development company focused on the rare metals. Its flagship advanced heavy rare earth project at Thor Lake, Northwest Territories, Canada, will have a bankable feasibility study completed during 2012. Avalon is planning to produce separated heavy and light rare earth oxides, as well as niobium, zirconium and tantalum by-products by late 2015.

"Ford and Avalon typify the breadth of critical Clean Energy supply chains that REITA members represent" said Keith Delaney, REITA's Executive Director. "From rare earth resource companies and processors - downstream to the Original Equipment Manufacturers of advanced auto, lighting and renewable energy applications - we are working to create internationally competitive and diverse supply chains for rare earth products for Clean Energy".

If you have any comments or questions on this article or the rare earths generally, please do not hesitate to contact Avalon directly at ir@avalonraremetals.com.



About [Avalon Rare Metals Inc.](#) (TSX and NYSE-Amex: AVL)

Avalon Rare Metals Inc. is a mineral 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.