

NEWS

IRELAND INC. COMPLETES INSTALLATION OF PILOT PLANT LEACH CIRCUIT

On Schedule to Commence Operations of Pilot Plant

HENDERSON, Nevada – MARCH 17, 2010 – Ireland Inc. ([OTCBB: IRLD](http://otcbb.com/IRLD)), an exploration and development company focused on the discovery and extraction of gold and silver from mineral deposits in the Southwestern United States, today announced that it has completed the installation of the leach circuit at the Columbus Project onsite pilot plant and that testing and optimization of the circuit has now commenced at the Project located in Esmeralda County, Nevada.

Ireland also announced that it will report the remaining drill results from its 2009 drill program and will publish updated gold resource estimates before the end of March.

“Our technical program is progressing on schedule,” stated Douglas D.G. Birnie, Chief Executive Officer of Ireland. “Now that we have begun testing and optimization of the leach circuit, on an ongoing basis we will review results and make any necessary adjustments to optimize operations. When this optimization process is complete, we look forward to commencing continuous operations of the pilot plant.”

About Ireland Inc.

Based in Henderson, Nevada, Ireland Inc. is a minerals exploration and development company that is focused on the discovery and extraction of precious metals from mineral deposits in the Southwestern United States.

In 2007, Ireland acquired rights to two mining properties, both of which are prospective for gold, silver and other minerals. In early 2008, Ireland completed the acquisition of the Columbus Project located near Tonopah, NV, where it also has an option to acquire additional adjacent mineral claims. Ireland also owns rights to acquire up to 100% of the Red Mountain Project in San Bernardino County, California.

Forward-Looking Statements

This document may include statements that constitute “forward-looking” statements, usually containing the words “believe”, “estimate”, “project”, “expect”, or similar expressions. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to, Ireland’s limited operating history, future trends in mineral prices, the availability of capital, geological or mechanical difficulties affecting Ireland’s planned geological work programs, and uncertainties surrounding estimates of mineralized material. Additional exploration work will be required to fully define the extent of the Columbus Project’s mineralized areas and before proved or probable mineral reserves can be established. There is no assurance that the results of Ireland’s pre-feasibility program will result in a decision to enter into commercial production. Ireland undertakes no obligation to update the forward looking statements in this document.

IR CONTACTS:

Terri MacInnis, Dir. of Investor Relations
Bibicoff + MacInnis, Inc.
818.379.8500 terri@bibimac.com

Jerry Falkner, CFA
RJ Falkner & Company, Inc.
800.377.9893 info@rjfalkner.com