



NEWS

IRELAND INC. LAUNCHES INVESTOR RELATIONS CAMPAIGN

Bibicoff + MacInnis to Guide Investor and Investment Banking Communications

HENDERSON, Nev., September 14, 2009 – Ireland Inc. ([OTCBB: IRLD](#)), a minerals exploration and development company focused on the extraction of precious metals from mineral deposits in the Southwestern United States, today announced that it has engaged Bibicoff + MacInnis, Inc. to increase investment community awareness of the Company. A full service investor relations and strategic planning firm, Bibicoff + MacInnis will initially concentrate on developing and implementing communications strategies and programs specifically targeting the retail brokerage, institutional and investment banking communities. At the same time, these communications will help existing investors remain fully informed.

Harvey Bibicoff, President and CEO of Bibicoff + MacInnis, stated, "The early work and first results of Ireland's 2008 drilling program on its Columbus Project identified a surface minable area containing approx. 200 million tons of material with an average sample grade of 0.041 oz/per ton Au Equivalent. When we do the math, even valuing gold at a discounted \$800 per oz., we see a very substantial, unrealized opportunity waiting to be recognized by the investment community.

"We expect that as Ireland continues to expand its drilling program and advance its technical program (to determine the overall gold and silver resources and economic feasibility of the Columbus Project) it will then demonstrate commercial feasibility through its pilot plant operation and begin limited extraction of gold and silver. Ireland will use a low-cost, environmentally friendly extraction method to recover the precious metals. The Company will then be well on its way toward its goal of completing the necessary documentation of its resources and reserves and to ultimately build and run a full production mining operation over the next several years."

Douglas D.G. Birnie, CEO of Ireland Inc., said, "Now that our 2009 58-hole drill program to further define and expand our precious metal resources is well underway, we believe this is the right time to step up our existing investor relations outreach efforts. We look forward to reporting the first results of that drilling program shortly. We then expect to report ongoing drill-hole results approximately every 30 days."

"We view the engagement of Bibicoff + MacInnis as an important step as we seek to broaden our shareholder base and increase liquidity in our Company's stock. As our drilling program expands and our prefeasibility program continues to mature, we welcome the Bibicoff + MacInnis organization as a valuable asset to help guide Ireland's activities in the investment banking and investor communications arenas."

About Ireland Inc.

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

- Continued -

Ireland acquired rights to two mining properties which are prospective for gold and other minerals. The Company's current principal project, the Columbus Project, has 19,680 acres located near Tonopah, NV, with Ireland having the right to acquire an additional 22,640 acres of adjacent mineral claims. Ireland also owns rights to acquire up to 100% of the Red Mountain Project in San Bernardino County, California.

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. There is no assurance that the test results reported in this document are indicative of extraction rates throughout the Columbus Project. Additional exploration work is required 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.

#

CONTACT:

Terri MacInnis, Dir. of Investor Relations

Bibicoff + MacInnis, Inc.

terri@bibimac.com 818.379.8500