

## NEWS

### IRELAND INC. ANNOUNCES INFERRED GEOLOGIC RESOURCES AT COLUMBUS PROJECT

#### *Seven Mineralized Zones with Significant Potential Identified*

HENDERSON, Nevada – APRIL 13, 2010 – Ireland Inc. ([OTCBB: IRLD](http://www.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 the inferred geological resources based on the data generated from its 2008 and 2009 drill programs for the Columbus Project (“the Project”) in Esmeralda County, Nevada.

#### **Inferred Geologic Resources**

Independent consultant McEwen Geological LLC has delivered to Ireland a comprehensive technical report that summarizes the inferred geological resources, outlined to date, within the Columbus Basin. The report contains a full analysis of the technical data generated from Ireland’s 2008 and 2009 drill programs and presents a refinement of the parameters used to delineate mineralized zones at the Project. The new geologic modeling has outlined seven mineralized zones with a total inferred geological resource of 343.9 million tons with an average grade of 0.040 opt gold equivalent (AuE<sup>1</sup>). The new parameters used to calculate tonnage for each mineralized zone, as listed below, was a head grade cut-off of 0.030 opt AuE and a maximum depth of 100 feet.

| <b>Zone</b>    | <b>Million (MM) Tons (short)</b> | <b>Average Grade (AuE)</b> |
|----------------|----------------------------------|----------------------------|
| Zone S North   | 83.5                             | 0.038                      |
| Zone S South   | 29.5                             | 0.035                      |
| Zone A West    | 44.5                             | 0.042                      |
| Zone A East    | 42.0                             | 0.037                      |
| Zone B Central | 63.4                             | 0.045                      |
| Zone C West    | 24.5                             | 0.037                      |
| Zone C East    | 56.5                             | 0.042                      |
| <b>Total</b>   | <b>343.9</b>                     | <b>0.040</b>               |

“Our new geologic model has identified almost 344 million tons of material with an average grade of 0.040 ounces of gold equivalent per ton,” stated Douglas D. G. Birnie, Chief Executive Officer of Ireland Inc. “In the current model, we have been more conservative, using a higher cut-off head grade of 0.03 opt AuE and a shallower depth of 100 foot versus a cut-off head grade of 0.02 opt AuE and up to 200 feet depth in the previous geologic modelling. Our 2010 drill program will be designed to further delineate the resources by in-fill drilling between the widely spaced drill holes of our 2008 and 2009 programs.”

A map of the zones will be made available on Ireland’s website at <http://www.irelandminerals.com>.

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<sup>1</sup> AuE (opt) = Au (opt) + 0.013Ag (opt)

### **2010 Drill Program**

Ireland's 2008 and 2009 drill programs for the Columbus Project were conducted with a drill hole spacing (~1/4 mile x 1/2 mile) in order to determine the boundaries of mineralization in the previously identified area of interest covering approximately 5,000 acres. The seven mineralized zones identified in the new geologic model are all located in this area. The samples from the 2008 and 2009 drill programs were analyzed using a caustic fusion technique, and all reported results were from extracted gold and silver metal-in-hand. Ireland's 2010 drill program will focus on in-fill drilling to better define the continuity of grade and tonnage between the 2008 and 2009 drill programs' holes. Work will focus on upgrading the quality of the resource estimates for inclusion in the project feasibility study.

"We have made important progress in our technical program and our efforts to create measurable value for Ireland's shareholders," noted Mr. Birnie. "We will begin the process to obtain exploratory drill permits for our 2010 program this month, and our goal is to receive those permits by the end of the current quarter. In 2010, we expect to pursue an aggressive drill program in an effort to upgrade the resource definition from inferred resources to indicated or measured resources within several of the mineralized zones identified to date."

### **Pilot Plant Operations**

Ireland also announced that testing operations at the onsite Columbus Project pilot plant are continuing as planned. "As recently announced, all equipment has been installed, and once testing and process optimization are completed, we expect to commence continuous operations of the pilot plant," Mr. Birnie said.

### **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.*

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**Cautionary Note Regarding Estimates of Inferred, Indicated and Measured Resources**

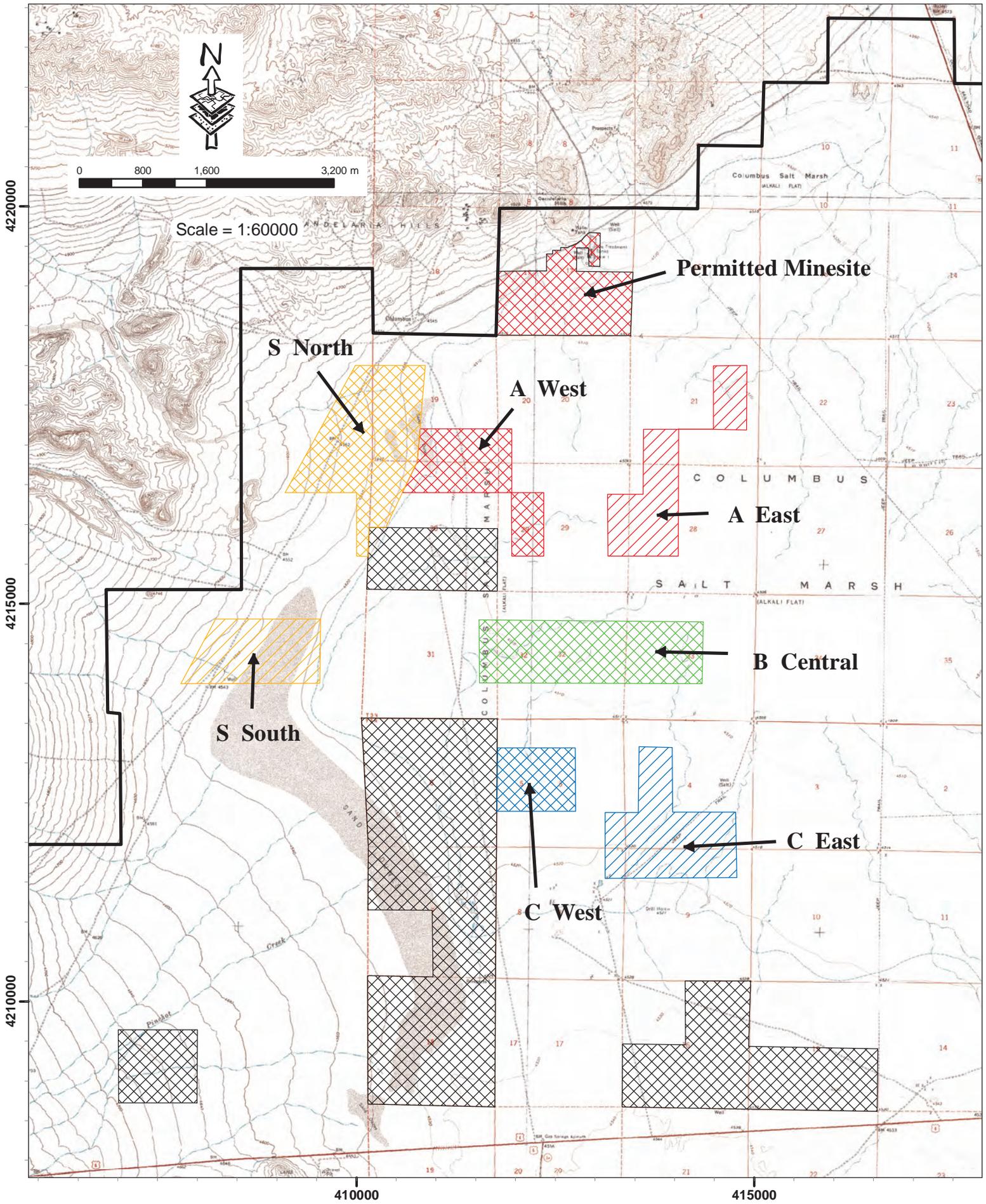
*This press release uses the terms “inferred”, “indicated”, and “measured resources”. The United States Securities and Exchange Commission (the “SEC”) does not normally permit issuers to disclose resource estimates in their filings with the SEC. SEC guidelines normally permit only the disclosure of “reserve” estimates, which are those parts of a mineral deposit that could be economically and legally extracted or produced at the time the estimate is made. Inferred resource estimates generally may not be used as the basis for pre-feasibility or feasibility studies. There are no assurances that any inferred, indicated or measured resource estimates provided in this press release can be economically or legally extracted or produced or that any of these resource estimates will ever be converted to reserves. There are also no assurances that any inferred resource estimates will be converted into indicated or measured resources.*

*Investors are advised to carefully review the reports and documents that we file from time to time with the SEC, particularly our Annual and Quarterly Reports.*

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Columbus Project  
2010 Target Zones