

## NEWS

### IRELAND INC. TO HOST INVESTOR UPDATE CONFERENCE CALL ON THURSDAY, AUGUST 8, 2013

HENDERSON, Nevada – July 31, 2013 – [Ireland Inc. \(OTCBB: IRLD\)](#) today announced that the Company will host an investor update conference call on Thursday, August 8, 2013 at 1:30 pm PST (4:30 pm EST). The purpose of this call is to update investors regarding corporate progress and developments. Ireland plans to file its quarterly results on Form 10-Q on August 8th.

The Participant Dial-In Number for the conference call is 1-855-327-6837 (Toll/international 1-778-327-3988) Participants should dial in to the call at least five minutes before 1:30 pm PST (4:30 pm EST) on August 8, 2013. The call can also be accessed “live” online at <http://public.viavid.com/index.php?id=105649>.

A replay of the webcast will be available for 30 days at <http://public.viavid.com/index.php?id=105649> as well as on the Company’s website (<http://irelandminerals.com/>) Also, a replay of the conference call will be available by dialing 1-877-870-5176 (international participants dial 1-858-384-5517) starting August 8, 2013, at 7:30 pm EST through September 8, 2013 at 11:59 pm EST. Please use PIN Number 90808.

[Douglas D.G. Birnie, Chief Executive Officer](#) of Ireland Inc., said, “We will discuss an overview and status update on our Columbus Project, and we will accept questions submitted via email.” Participants are invited to submit questions via email addressed to [terri@bibimac.com](mailto:terri@bibimac.com) in advance of the call.

#### **About Ireland Inc.**

Based in Henderson, Nevada, Ireland Inc. ([www.irelandminerals.com](http://www.irelandminerals.com)) is a minerals exploration and development company that targets properties containing large-scale deposits of precious metals in the southwestern United States. Ireland is currently involved with two mining projects, both of which are prospective for gold and silver. In early 2008, Ireland completed the acquisition of the Columbus Project located in Esmeralda County, NV, near Tonopah, 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. Extraction rates and mineralization grades from test results on individual samples may not be representative of extraction rates or grades that can be obtained from other samples or from commercial scale extraction efforts. 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 exploration of pre-feasibility programs will result in a decision to enter into commercial production. Ireland undertakes no obligation to update the forward looking statements in this document.*

*This release may also refer to resource estimates. The US 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 resource estimates 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. The mineralization estimates provided in this release are based on internal calculations and have not been independently confirmed.*

*Investors are advised to carefully review the reports and documents that Ireland Inc. files from time to time with the SEC, particularly its Annual, Quarterly and Current Reports.*

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