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GREAT WESTERN MINERALS GROUP AND TOYOTA TSUSHO CORPORATION ALLOW LETTER OF INTENT TO EXPIRE

April 01, 2010 - Saskatoon Saskatchewan - Great Western Minerals Group Ltd. (TSX:V - "GWG") and Toyota Tsusho Corporation (Tokyo Stock Exchange - "8015T"; Nagoya Stock Exchange - "8015NG"), announced today that Toyota Tsusho Corporation ("TTC"), will not be proceeding with further exploration activities at the Douglas River and Benjamin River properties currently held by Great Western Minerals Group Ltd. ("GWMG" or the "Company") at this time.

Under the terms of the original Letter of Intent, TTC and GWMG discussed possibilities for the joint exploration and development of the Douglas River and Benjamin River exploration projects.

TTC has advised GWMG that, although TTC recognizes the potential for these properties, the current stage of development is too early to meet TTC's needs as a trading company, as further technical and analytical information are required. As a result, the Letter of Intent was allowed to expire on March 31, 2010.

However, at the request of TTC, GWMG will continue to provide TTC with further relevant technical information on these projects, as well as other projects, subject to any restrictions imposed by subsequent letters of intent or confidentiality agreements.

TTC has also offered to refer the Douglas River project to a third party, a diversified minerals and metals organization, for consideration of additional work. GWMG has taken TTC up on their offer and will follow up on any opportunities presented.

In addition, GWMG may discuss these projects with other potential partners who had previously expressed an interest in working on these projects with GWMG, in the event that TTC declined the opportunity.

Jim Engdahl, President and CEO of Great Western Minerals Group said "We fully understand Toyota Tsusho's decision on this matter, in view of the properties' early stage of development, and we sincerely appreciate their initial interest in these projects. However, we do look forward to continuing to work with other members of the Toyota Group of Companies with our downstream value added production facilities."

Engdahl adds, "We now have the opportunity to discuss these projects, particularly the Douglas River project with other interested parties. The initial results, showing a high content of heavy rare earth elements, have drawn additional attention to this project".

Jim Engdahl
President and CEO

Great Western Minerals Group Ltd. is a Canadian-based developer of Rare Earth Element assets, with four active rare earth exploration properties in North America and an option on a former-producing property in South Africa. In addition, as part of its vertically-integrated business model, the Company's wholly-owned subsidiaries of Less Common Metals Limited located in Birkenhead, UK, and Great Western Technologies Inc., located in Troy, Michigan, produce a variety of specialty alloys for use in the battery, magnet and aerospace industries. These "designer" alloys include those containing aluminum, nickel, cobalt and the rare earth elements.

For further information, please contact Ron Malashewski, Manager of Investor Relations at (306) 659-4500. Email inquiries should be made to info@gwmg.ca and the Company website is located at www.gwmg.ca. Inquiries by direct mail should be addressed to Great Western Minerals Group Ltd., 226 Cardinal Crescent, Saskatoon, SK S7L 6H8.

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