



NEWS RELEASE DISCLOSURE

GREAT WESTERN MINERALS GROUP ASSESSES LATEST CHINESE RARE EARTHS EXPORT REDUCTION

**July 19, 2010 - Saskatoon, Canada.** Great Western Minerals Group ("GWMG" or the "Company", TSX:V – GWG) today commented on the most recent of a series of export reductions from China.

"This export scale-back from China is simply the latest in a continuous reduction in their export quotas," stated GWMG President and Chief Executive Officer Jim Engdahl. "The 'shrinking supply scenario' is precisely what we projected when we developed our business model that includes GWMG's Rare Earths processing capacity, our planned mining inputs from Steenkampskraal and our exploration properties in North America. We foresaw reductions in exports from China and exponentially increasing demand globally. And that is precisely what is happening."

Chinese Export Quotas 2005-2010\*\*

Year	RE Export Quota*	% Change	Demand Outside China	Surplus (Shortfall)
2005	65,609t		48,000t	17,609 t
2006	61,821t	-6%	53,000t	8,821 t
2007	59,643t	-4%	55,000t	4,643 t
2008	56,939t	-5%	54,000t	2,939 t
2009	50,145t	-12%	25,000t	25,145 t
<b>2010</b>	<b>30,258t</b>	<b>-40%</b>	<b>53,000t</b>	<b>(22,742 t)</b>

\* Includes Local and Foreign-invested company quotas

\*\* Source: IMCOA, Metal Pages

Adding a punctuation mark to the five year trend line, quotas for Rare Earths exports from China have been reduced from 22,282 tonnes in the first half of 2010 to only 7,976 tonnes for the second half.

"Great Western Mineral Group's plans to bring the Steenkampskraal mine back into production are certainly validated by this latest decision from China," stated Engdahl. "Our business model, with Rare Earths processing capacity already housed inside our company, will be bolstered by providing our own Rare Earths inputs. This will make Great Western Minerals Group unique outside of China. It will also make GWMG an exceptionally strong performer in the Rare Earths sector, given our fully integrated business model."

Jim Engdahl  
President and CEO

Great Western Minerals Group Ltd. is an integrated Rare Earths producer. Its specialty alloys are used in the battery, magnet and aerospace industries. Produced at the Company's wholly-owned subsidiaries Less Common Metals Limited in Birkenhead, UK and Great Western Technologies Inc. in Troy, Michigan, these alloys contain aluminum, nickel, cobalt and Rare Earth Elements. As part of the Company's vertical integration strategy, GWMG holds an option with respect to the former Rare Earths producing Steenkampskraal mine in South Africa as well as seven Rare Earth exploration and development properties in North America.

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