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Today in America with Terry Bradshaw
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***Today in America with Terry Bradshaw* to feature TrueClaim Exploration Inc.**

March 24th, 2011 Coral Springs, FL – The Producers of *Today in America with Terry Bradshaw* are pleased to announce that Trueclaim Exploration Inc. will be featured in an upcoming segment on topics, trends, and issues related to “Making the Right Investment in Volatile Times” as part of the show’s “Investment Strategy” series.

Although we may not realize the stake it has in today’s world, mining is still an essential element of modern society. Everything from the TV we watch, to the jewelry we wear, to the medical equipment we use comes from minerals excavated from the ground. With an ever-increasing demand for mineral resources, however, a tremendous strain has been put on the mining industry to keep up. Despite the fact that many minable sites have long been thoroughly explored, new advancements in technology are making it possible to revisit those once productive locations. By using the latest techniques in mining and extraction, junior mining companies, such as Trueclaim Exploration, are leading the way to expand these historical resources.

“We chose Trueclaim Exploration to be featured in our segment on investing in volatile times because we were impressed by the highly experienced management team at the helm, as well as their ability to not only find precious metals, but expand the potential of past projects,” said Jim Nicholas, Vice President of Production. “Most, if not all, gold and silver producers look to junior mining companies to generate new projects. For this reason, we view Trueclaim as one of the most critical components of the mining industry.”

In order to enhance its chances of developing a minable resource, Trueclaim Exploration focuses on areas with past production and infrastructure that are strong candidates for further recovery and expansion. Using the latest geological, geophysical, and geochemical methods to find and target mineralization, the company is working to bring past producers back to life.

“Drilling, geophysical studies, and geological mapping—combined with historically collected data—have allowed us to expand potential zones of mineralization previously not recognized,” said Trueclaim President, John Carter. “Using the most advanced techniques to evaluate targets of interest, our company is confident we will succeed in implementing our business plan: mineral production.”

The *Today in America* production crew recently visited one of Trueclaim's drill sites in Ontario, Canada to capture footage of the inner workings of the mining industry. The five-minute segment will also include interviews with industry experts on how Trueclaim uses cutting-edge technology to revitalize past producers. With shooting concluded on February 10th, program airings are scheduled to be announced in the next 4-6 weeks on such prominent networks as FOX Business Network, CNN Headline News, and Regional News Networks.

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