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## **Avalon Rare Metals Appoints Viriathus Capital as Exclusive OTCQX Advisor**

New York, NY (August 5, 2009) – Avalon Rare Metals Inc. (TSX: AVL, OTCQX: AVARF), a Canadian junior mineral exploration and development company, is now trading on the International OTCQX. Viriathus Capital LLC will be serving as Avalon’s exclusive OTCQX Advisor and Sichenzia, Ross, Friedman, Ference LLP will serve as Avalon’s Principal American Liaison.

“Viriathus is very excited to be working with Avalon,” said David Batista, senior managing director of Viriathus. “With our sponsorship platform consisting of investment banking, equity research and financial marketing services, Viriathus is uniquely positioned to help elevate this company’s profile amongst U.S. investors.”

### About Avalon Rare Metals Inc.

(TSX: AVL, OTCQX: AVARF) Avalon Rare Metals Inc. is a mineral exploration and development company focused on rare metals deposits in Canada. Its flagship project, the 100%-owned Lake Zone Deposit, Thor Lake, NWT, is emerging as one of the largest undeveloped rare earth elements resources in the world. Its exceptional enrichment in the more valuable ‘heavy’ rare earth elements, which are key to enabling advances in green energy technology and other growing high-tech applications, is one of the few potential sources of these critical elements outside of China, currently the source of 95% of world supply. The Company is well funded, has no debt and its work programs are unaffected by market volatility. Social responsibility and environmental stewardship are corporate cornerstones.

### About Viriathus Capital LLC

Viriathus Capital LLC, an affiliate of TradeDesk Financial Corp. (Member FINRA) is the investment banking unit of Viriathus Holdings LLC which is a multifaceted boutique organization dedicated to providing emerging growth companies worldwide with a sponsorship platform supported by premier investment banking services, exceptional and credible research as well as consulting services that develop and maintain institutional support. Viriathus Capital provides the highest quality investment banking and financial advisory services encompassing capital raising, strategic advisory, OTCQX advisory, private security sales and capital introduction.

Viriathus is headquartered in New York with offices in Miami, Geneva, Moscow and Perth. For more about Viriathus, visit [www.viriathus.com](http://www.viriathus.com).

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