

HALIFAX, NOVA SCOTIA--(Marketwired - Apr 4, 2016) - [Ucore Rare Metals Inc.](#) (TSX VENTURE:UCU)(OTCQX:UURAF) ("Ucore" or the "Company") is pleased to announce the appointment of Mr. Jack Lifton to the Company's Advisory Board. Jack will be consulting exclusively to Ucore in matters related to rare earths, including resource securement, production, and offtake agreements.

"We're extremely pleased to welcome Mr. Lifton to our Advisory Board," commented Jim McKenzie, President and CEO of Ucore. "Jack's depth of knowledge of the specialty metals sector is unparalleled, and we look forward to drawing on this knowledge as we continue to develop SuperLig® Technology as a separation tool for rare earths and other specialty metals. We expect that Jack's extensive network of contacts within the industry will serve us particularly well in sourcing rare earth feedstock and end user accounts as we transfer our focus to near term production."

Mr. Lifton is a consultant, author and lecturer on the market fundamentals of the technology metals, including rare earth elements, lithium, platinum group metals, and other core technology metals. He has more than 50 years of experience in the global OEM automotive, and other high tech industries and currently focuses his time conducting due diligence studies of business models and operations on behalf of institutional investors interested in metals related opportunities.

Educated as a physical chemist specializing in high-temperature metallurgy, Jack was first a researcher before becoming both a marketing and manufacturing executive. He subsequently became a metal trader specializing in the sourcing, manufacturing and sales of platinum group metals and rare earth based technologies, including rare earth permanent magnets, batteries, sensors, phosphors and ceramic specialties used to make catalytic converters.

Upon retiring as CEO of an OEM automotive production materials supplier in 1999, Jack founded a business operations consultancy focused on the above noted fields. Mr. Lifton is a Founding Principal of Technology Metals Research, which was founded to help both individuals and corporations become better informed about important rare commodities such as rare earths, lithium, tellurium, gallium and other technology metals.

## Background

Ucore Rare Metals is a development-phase company focused on rare metals resources, extraction and beneficiation technologies with near term potential for production, growth and scalability. On March 3, 2015, Ucore announced the right to acquire a controlling ownership interest in the exclusive rights to IBC SuperLig® technology for rare earths and multi-metallic tailings processing applications in North America and associated world markets. The Company has a 100% ownership stake in Bokan- Dotson Ridge ("Bokan"). On March 31, 2014, Ucore announced the unanimous support of the Alaska State Legislature for the investment of up to USD \$145 Million in the Bokan project at the discretion of the Alaska Import Development and Export Agency ("AIDEA").

## Cautionary Notes

This press release includes certain statements that may be deemed "forward-looking statements". All statements in this release, other than statements of historical facts, that address future exploration drilling, exploration activities, research and development timelines, and events or developments that the Company expects, are forward looking statements. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include exploitation and exploration successes or setbacks, research and develop successes or setbacks, continued availability of financing, and general economic, market or business conditions.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined by the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

## Contact

[Ucore Rare Metals Inc.](#)

Mr. Jim McKenzie  
President and Chief Executive Officer  
+1 (902) 482-5214  
[www.ucore.com](http://www.ucore.com)