

NEWS

RARE: The Association for Rare Earth

<http://www.RareEarthAssociation.org>

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Energy, Environment and National Security Leaders Launch Rare Earths Trade Association

RARE, The Association for Rare Earth, Will Advocate Before Congress and the International Community for Rare Earth Mineral Supply Availability and Stability

(WASHINGTON) – RARE, The Association for Rare Earth was officially launched today by a bipartisan group of senior leaders from the energy, environment and national security fields. The Executive Leadership and Board of Advisors of RARE are teamed up to tackle one of the world's most critical emerging issues: ensuring a stable supply of rare earth minerals for use in the production of clean energy technologies, advanced medical technologies, high-tech electronics and advanced security products.

Adam Falkoff has been tapped to head the organization as its President and CEO. Mr. Falkoff has over 15 years experience in government affairs, international relations, and business. Joining Mr. Falkoff is a seasoned and highly respected Board of Advisors including **Roger Ballentine**, former Chairman of the White House Climate Change Task Force and former Deputy Assistant to President Clinton for Environmental Initiatives; **Ambassador Stuart Holliday**, President of Meridian House International and former Ambassador to the United Nations for Special Political Affairs; **John L. Howard**, former United States Federal Environmental Executive; **Vice Admiral Conrad C. Lautenbacher**, US Navy (Ret.) , former NOAA Administrator; **The Honorable Thomas McMillen**, Chairman of the National Foundation on Fitness, Sports and Nutrition and former United States Congressman ; **John Paul Woodley**, former Assistant Deputy Under Secretary of Defense for Environment and former Assistant Secretary of the Army for Civil Works (Army Corps of Engineers).

RARE's President Adam Falkoff said, "I am pleased to be working with such an accomplished group of people tackling an issue of this importance to the future of American business, national security, and quality of life."

Rare earth minerals are crucial for the production of flat panel televisions, smart phones, computing tablets, wind turbines, solar panels, MRIs and PET scanners, guided missiles, and much more. China controls 95% of the world's production of rare earth minerals and is tightening its control on these vital resources.

About RARE: The Association for Rare Earth. RARE is a bipartisan organization that seeks to increase the production of rare earth elements; remove barriers to access of rare earth elements domestically and internationally; increase the affordability and trade of rare earth minerals; and increase the affordability and availability of technologically and environmentally advanced products made with rare earth minerals -- all for the betterment of people's lives and the environment in which they live.