



FOR IMMEDIATE RELEASE

PACIFICORE NAMES JOSH KALTER TO ITS ADVISORY BOARD

Vancouver, BC – July 16th, 2012

PacificOre Mining Corp. which trades on (TSX.V: “PC”), (U.S.A. OTCQX: “APAFF”), and (Frankfurt Symbol: “NWN”) is pleased to announce the appointment of Mr. Josh Kalter to the Company’s Advisory Board.

Mr. Kalter brings a wealth of knowledge and contacts to the Company and its subsidiaries Prestige Mining and Power Vanadium at a very important time as PacificOre strengthens its management and advisory team. PacificOre Mining Corp. owns and controls a number of significant vanadium assets in North America and is focused on creating one of the largest and most profitable vanadium mining operations in the world.

Josh Kalter purchased the operations of Canada’s Masterloy Products Company (www.masterloy.com) in April 2010. Masterloy is a manufacturing facility based in Ottawa, Canada that converts Vanadium Oxides and Molybdenum Oxides into Ferrovandium and Ferromolybdenum, respectively. The plant, located in the Ottawa area has been in operation for over 43 years and has a long, successful history of sourcing from global mining operations and supplying the steel industry with their ferroalloy needs. The company is, in fact, a leader in this sector, and is the only Canadian producer and converter of Ferrovandium and Ferromolybdenum.

Patrick D. O’Brien, ICD.D, Chairman of PacificOre Mining Corp. and its subsidiaries Prestige Mining and Power Vanadium commented, “Josh is one of the Vanadium sector’s foremost leaders. His participation in our goal of bringing the Lac Dore and Iron-T projects to production is a key strategic move as we now move to build a very strong global team. Other very key international appointments are pending.”

Mr. Kalter comments, “I am pleased to be joining the Advisory Board of PacificOre Mining Corp. The Iron T and Lac Dore projects offer the markets intriguing possibilities and I am happy to lend my expertise towards bringing those projects into production”.

In January 2009, Mr. Kalter began a successful investment banking group for The Dalmore Group (www.dalmorefg.com) that specializes in raising funds for junior mining operations around the world. The structures involve debt and equity financing coupled with commercial marketing and off-take strategies. The mining companies in their portfolio are active in both precious metals and industrial ores.

In May 2004 Mr. Kalter established Network Metals LLC (www.networkmetals.com) a metals, ores, and alloys import and distribution company, based in New York. Mr. Kalter has more than 25 years of experience in trading non-ferrous metals, ferroalloys, ores and alloys on a global basis for international trading firms. His expertise includes the set-up and management of hedging programs for LME and Comex - matched with physical trading of non-ferrous metals and concentrates. Mr. Kalter has long standing relationships with global producers and consumers on both the executive and plant levels in the automotive, building and construction, and steel industries.



Mr. Kalter has worked in New York and London for international commodity firms, Philipp Brothers (Phibro, 1984-1991) and Metallgesellschaft (MG, 1991- 2001).

Mr. Kalter holds a BS and an MBA from New York University as well as Series 7 and 63 Securities Licenses in the USA.

Additional information, as it is available, will be contained on the Company's website at www.pacificoremining.com or the company can be contacted at 604-683-8990.

ON BEHALF OF THE BOARD OF DIRECTORS OF APELLA RESOURCES INC.

"Patrick D. O'Brien"

Patrick D. O'Brien, ICD.D – Chairman

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