

Ethos Capital Corp. Appoints Two New Directors to Board

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VANCOUVER, BRITISH COLUMBIA -- ([Marketwire](#) - Sept. 29, 2010) - [Ethos Capital Corp.](#) (the "Company" or "Ethos") (TSX VENTURE: ECC) is pleased to announce that Dr. Mark Cruise and Mr. Peter Mordaunt have agreed to join to the Board of Directors of Ethos.

Dr. Cruise is currently President and CEO of Trevali Resources Corp., and Vice-President Business Development of Cardero Resource Corp. A base metal specialist, Dr. Cruise completed his Ph.D. at Trinity College Dublin on the Irish Zinc-Lead orefield. He has extensive base- and precious-metal experience from grassroots exploration through resource definition to production in Europe and the Americas on behalf of Pasminco Limited, Anglo American plc. and the Cardero Group of companies. In 2001, Dr. Cruise transferred to Anglo's Vancouver office, where he held the position of Senior Geologist with responsibility for Anglo's copper and zinc portfolio, including project generation and implementation in Canada, USA, and Mexico. In 2004, Dr. Cruise joined Cardero as Vice-President Exploration with responsibility for Cardero's Peruvian, Argentinean and Mexican portfolio, including the approximately 850Mt Pampa de Pongo Iron deposit, Peru. Dr. Cruise joined Trevali in 2008 and has been instrumental in the ongoing fast track redevelopment and planned resumption of production with partners Glencore International AG from three recently discovered deposits at the Santander polymetallic mine project in west-central Peru. He is director of two other TSX-V listed companies, Dorato and Kria Resources, and was technical advisor to Ethos Capital prior to becoming a director.

Mr. Mordaunt is a Registered Professional Geoscientist with over 25 years of experience in mining, mine development and advanced exploration, including 18 years of experience in Mexico. Mr. Mordaunt recently retired in January 2010 from his role as Chairman and CEO of Stingray Copper Inc., which he founded, managed and merged with [Mercator Minerals Ltd.](#) in December 2009. Previously he founded, managed and merged Corner Bay Silver Inc. with [Pan American Silver Inc](#) in 2003. Mr. Mordaunt's business skills have been focused on advanced project development leading to bankable feasibility studies, finance, mergers and acquisitions for more than 20 years. Mr. Mordaunt graduated from the University of Guelph in 1984. He is a member of the Institute of Corporate Directors and has the Professional Certification as ICD.D which is recognized both nationally and internationally. Mr. Mordaunt is also currently a Director of [Pediment Gold Corp.](#), [Escape Gold Inc.](#), and [Messina Minerals Inc.](#) Mr. Mordaunt has been instrumental in leading the development of Pediment Gold Corp.'s San Antonio project located in Baja California Sur, Mexico.

The Board of Directors for Ethos now consists of 7 people all with considerable industry experience.

Ethos Capital Corp.

Gary Freeman, President & CEO

The TSX Venture Exchange has not reviewed or accepted responsibility for the adequacy or accuracy of this news release.

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