

# AVC Appoints Director of Sales

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January 30, 2014 - [American Vanadium Corp.](#) ("American Vanadium" or the "Company") (TSX.V: AVC) (OTCQX: AVCVF) announces that it has appointed Brian Beck, an experienced executive in renewable and distributed energy resources, as Director of Sales at [American Vanadium Corp.](#)

Brian Beck is a chartered engineer with over 30 years' experience in the electrical industry in Europe and USA, and has been an avid participant in electric supply restructuring in UK and ongoing deregulation of the power industry in North America. Since his role as General Manager of Caterpillar Energy Solutions, Brian has been active in the field of energy storage. Brian has worked in vanadium flow battery companies such as Prudent Energy Corporation and VRB Power Systems Inc., in a wide variety of different roles in power management, trading, deregulation, in traditional utility grid environments as well as new remote and micro grid environments.

"We needed an experienced executive with a wide range of skills, both in technical sales and general sales management in the on and off grid markets to fill this critical position" said Bill Radvak, President and CEO of the Company. "With the beginning of 2014, we set out on an aggressive corporate approach to partner with developers, integrators and engineering companies to seek and seize opportunities that combine renewable energy generation and energy storage throughout North America as well as other regions. Not only is Brian a seasoned sales and management leader, but his accomplished background in energy storage and vanadium flow batteries makes him the perfect leader for our organization."

About American Vanadium Corp.

American Vanadium is an integrated energy storage company that markets and sells GILDEMEISTER'S CellCube vanadium redox flow batteries in North America. American Vanadium is developing the only vanadium mine in the United States, providing a critical source of vanadium electrolyte for CellCube energy storage systems. The Company's Gibellini Vanadium Project, located in Nevada, is being designed to economically produce vanadium electrolyte for the energy storage industry, as well as vanadium products for the steel and alloying industries.

ON BEHALF OF THE BOARD

Bill Radvak, President and CEO

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