

Applied Minerals Retains MZ Group as Investor Relations Advisor

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NEW YORK, NY--(Marketwired - February 18, 2015) - [Applied Minerals Inc.](#) (OTCQB: AMNL) (the "Company", "Applied Minerals"), a leading global producer of halloysite clay and high-grade natural iron oxide, has retained MZ Group as its investor relations advisor.

"After careful review, we selected MZ Group as our investor relations partner due to the breadth and depth of experience they have communicating the stories of emerging growth companies, possessing disruptive technologies, to investors who focus on such opportunities," said Andre Zeitoun, CEO and President of Applied Minerals. "We are confident that the team at MZ Group will provide strong support and will expand investor awareness as we continue to develop our commercial opportunities as a leading global producer of halloysite clay and technical grade iron oxide."

MZ Group will assist Applied Minerals with communicating its corporate, financial and investor developments to current shareholders and prospective investors, while enhancing awareness of the Company's story within the capital markets. Greg Falesnik, Senior Vice President for MZ North America, will be the Company's primary investor contact going forward.

"Applied Minerals is a unique specialty minerals producer with a compelling opportunity to capitalize on large and attractive end-market applications such as ceramics, coatings and pigments, adhesives, flame retardant additives, nucleating agents, catalysts, molecular sieves and cosmetics," stated Ted Haberfield, President of MZ Group North America. "Over the last five years, this management team has developed significant technical expertise and has transitioned the Dragon Mine from exploration to production at an unprecedented rate. The Company's major capital expenditure program is complete and the operation now possesses approximately 50,000 tons of combined processing capacity. We look forward to helping the Company with all aspects of its corporate communications and investor relations needs."

About Applied Minerals, Inc.

Applied Minerals is the leading producer of halloysite clay and advanced natural iron oxide solutions from its wholly-owned Dragon Mine property in Utah. Halloysite is aluminosilicate clay that forms naturally occurring nanotubes. In addition to serving the traditional halloysite markets for use in technical ceramics and catalytic applications, the Company has developed niche applications that benefit from the tubular morphology of its halloysite. These applications include carriers of active ingredients in paints, coatings and building materials, environmental remediation, agricultural applications and high-performance additives & fillers for plastic composites. Applied Minerals markets its halloysite products under the Dragonite? trade name.

From its Dragon Mine property, the Company also produces a range of ultra pure natural iron oxides consisting of hematite and goethite. Combining ultra-high purity and consistent quality, the inherent properties of the iron oxide from the Dragon Mine allow for a wide range of end uses in pigment and technical applications. Applied Minerals markets its comprehensive line of advanced natural iron oxide pigments under the AMIRON? trade name. Additional information on the Company can be found at www.appliedminerals.com and www.amironoxides.com.

Safe Harbor Statements

The following are safe harbor statements under the Private Securities Litigation Reform Act of 1995 for [Applied Minerals Inc.](#) Some statements contained or implied in this news release may be considered forward-looking statements, which by their nature are uncertain. Consequently, actual results could materially differ. For more detailed information concerning how risks and uncertainties could affect the Company's financial results, please refer to Applied Minerals' most recent filings with the SEC. The Company assumes no obligation to update any forward-looking information.

About MZ Group

MZ, founded in 1999, combines capital markets intelligence, global investor targeting, IR technology, corporate governance, media and corporate communication and IR consulting, providing comprehensive programs that successfully build and manage shareholder value. With a team of highly experienced senior professionals and an integrated service portfolio, MZ ensures that companies are provided with the right tools and strategies to interact effectively with the investment community and the media, successfully conveying the investment message. MZ's market intelligence, advisory and tactical support activities for investor relations and corporate communications programs are underpinned by a comprehensive IT infrastructure, allowing companies to rapidly achieve global standards of best practices. For more information, please visit www.mzgroup.us.

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