

NEW YORK, NY--(Marketwired - June 01, 2015) - [Applied Minerals Inc.](#) (the "Company" or "Applied Minerals") (OTCQB: AMNL), a leading global producer of halloysite clay and advanced natural iron oxides, has appointed Brian Newsome as its Director of Sales.

As Director of Sales, Mr. Newsome will manage the sales, distribution and marketing efforts for the Company's various product lines.

"We are honored and excited to have a senior sales professional of Brian's caliber join the Applied Minerals management team," said Andre Zeitoun, President and CEO of [Applied Minerals Inc.](#) "Brian has an impressive track record of developing new business, generating significant sales growth and managing key customer accounts for a range of specialty clay-based products in several end markets targeted by Applied Minerals. As commercial interest in our DRAGONITE<sup>®</sup> and AMIRON<sup>®</sup> products continues to grow, Brian's twenty years of sales experience and strong commercial relationships will undoubtedly add tremendous depth and leadership to our organization."

Mr. Newsome, commented: "I am very excited for the opportunity to join this exciting organization. My role at Applied Minerals will provide me the opportunity to leverage my diverse sales and marketing experience to enhance sales growth at the Company. I look forward to working closely with the Applied Minerals management team to further develop and expand the sales channels for the wide range of exciting end markets being pursued."

Mr. Newsome began his career at BASF Catalysts, LLC, formerly Engelhard Corporation, in 1994 and worked in a number of senior sales roles. From 2012 to 2015, Mr. Newsome was a Sales Manager at BASF Corporation, the world's leading chemical company. While there he focused on the sale of specialty kaolin to the paint, coatings, plastics and rubber markets in the Southern and Western U.S. During his tenure he was credited with the development of new business, oversaw territory sales growth of 18% and restructured the firm's distribution network to yield greater efficiencies.

Prior to BASF Catalysts, LLC, Mr. Newsome was a Senior Sales Manager for Active Minerals International, LLC, a leading producer of gel quality attapulgite and air float kaolin, where he focused on sales of specialty minerals to the paint, coatings, paper and glass markets in the U.S. and Canada.

#### About Applied Minerals

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<sup>®</sup> 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<sup>®</sup> trade name. Additional information on the Company can be found at [www.appliedminerals.com](http://www.appliedminerals.com) and [www.AMIRONoxides.com](http://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.

#### Contact

Investor Relations:  
MZ North America  
Greg Falesnik  
Senior Vice President  
1-949-385-6449  
[greg.falesnik@mzgroup.us](mailto:greg.falesnik@mzgroup.us)  
[www.mzgroup.us](http://www.mzgroup.us)