

HORN Also to Represent Applied Minerals' DRAGONITE(TM) and AMIRON(TM) Products in Texas, Oklahoma, Arkansas and Louisiana

NEW YORK, NY--(Marketwired - November 23, 2015) - Applied Minerals, Inc. (the "Company" or "Applied Minerals") (OTCQB: AMNL), a leading global producer of halloysite clay and advanced natural iron oxides, today announced a new partnership with HORN, one of North America's premier specialty distributors of raw chemical materials. HORN will represent Applied Minerals as the exclusive sales distributor for its DRAGONITE[®] halloysite clay and AMIRON[®] advanced natural iron oxides throughout the Western United States. Additionally, HORN will distribute the DRAGONITE and AMIRON products in Texas, Oklahoma, Arkansas and Louisiana.

"We are incredibly excited to partner with HORN, an organization that has earned its reputation as one of the most respected distribution teams in the specialty materials industry," said Andre Zeitoun, president and CEO of [Applied Minerals Inc.](#) "We look forward to working with its team to expand our sales effort and increase the market penetration of our DRAGONITE and AMIRON products."

Halloysite, a naturally occurring hollow tubular structure, is a nontoxic mineral demonstrating high biocompatibility. Applied Minerals produces various product grades of DRAGONITE halloysite clay, tailored to enhance the property performance for its respective applications. Target markets for DRAGONITE's innovative technologies include paints and coatings, polymer composites, flame retardants, controlled release, environmental remediation, agriculture, catalysts and molecular sieves, as well as cosmetics.

AMIRON iron oxides are advanced and natural minerals available for a range of pigmentary and technical applications. It is mined from one of the purest in-situ resources of iron oxide in the world, providing exceptionally low levels of trace metal impurities for use in market applications that have traditionally been restricted to synthetically produce iron oxides.

"HORN's roster of principal suppliers all have a common trait -- they are world-class manufacturers of innovative technologies and Applied Minerals is no exception," said Bob Ahn, president, HORN Industrial Division. "Applied Minerals' unique and versatile technologies are a fascinating addition to HORN's best-in-class product line. I am confident that our seasoned technical sales team will create growth opportunities for Applied Minerals and will deliver success for this new partnership."

"I've had the privilege of working with HORN during my tenure at BASF, so it is a pleasure for me to welcome them to the Applied Minerals team," said Brian Newsome, director of Sales at [Applied Minerals Inc.](#) "HORN is an exceptional sales organization and will be a key part of our growth strategy."

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 an 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 and 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](#).

About HORN

Established in 1961, HORN is one of North America's premier distributors of specialty ingredients, chemicals and raw materials. Originally founded as a specialty chemical distributor, HORN remains an entrepreneurial-driven company with a team of technically proficient and trained professionals. Headquartered in La Mirada, Calif., with representation in 11 western states and in the Southwest, its specialized market segments encompass six distinct distribution business units including Coatings and Building Materials, Advanced Materials, Care Elements, Nutraceuticals, FoodTech and Animal Wellness.

For more than 50 years, HORN's entrepreneurial approach to customer service embraces challenge and opens opportunities to reinvent and improve on traditional business models. HORN ranks in the *ICIS* Top 20 list of North America Chemical Distribution Leaders and is an employee-owned/ESOP company. Contact 800-442-HORN or visit [www.ethorn.com](#) for more information.

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.

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