HALIFAX, NS / ACCESSWIRE / February 3, 2016 / Troy Grant, President and CEO of ELCORA ADVANCED MATERIALS CORP. (OTCQB: ECORF) (TSXV: ERA) (FSE: ELM.F), (the "Company" or "Elcora"), is pleased to announce that Elcora Resources Corp. has changed its name to Elcora Advanced Materials Corp. As Elcora advances its vertical integration business model in graphite and graphene production, the core business has shifted from mining and exploration to advanced material research and production. Management believes our new name better reflects the core business activities of the company.

Elcora utilizes Sri Lankan graphite produced from the Ragedara mine, which is among the highest grade graphite being mined today anywhere in the world. Our superior raw graphite combined with Elcora's specialized processing technology has produced high quality graphite that is proven to be suitable for the lithium ion battery market and many other technology applications.

In addition, Elcora has commenced incorporating a wholly owned subsidiary with a proposed name-"Graphene Corporation". All of the processing and end-user applications of graphene will be conducted through this newly established corporation. Elcora uses a specialized graphene production process that has produced some of the highest quality graphene seen in the industry to date. Graphene Corp is establishing a specialized graphene R&D facility in Halifax, Nova Scotia, Canada. The opportunities for high quality graphene production and application development are worldwide.

"The management of Elcora is excited about our work plan for 2016," said Troy Grant, "as we continue to work down stream in the vertical process and tailor our graphite and graphene to each specific client we feel our new name best reflects our company's mission and strategic direction. We are motivated and excited to see our material adopted and utilized in many advanced technology applications."

The name change will be effective shortly at the TSX Venture Exchange.

About Elcora Advanced Materials

Founded in 2011, Elcora has been structured to become a vertically integrated graphite & graphene company that mines, processes, refines graphite, and produces both the graphene and end graphene applications.

As part of the vertical integration strategy, Elcora has secured high-grade graphene precursor graphite from its interest in the operation of the Ragedara mine in Sri Lanka. Elcora personnel have developed a unique low cost effective process to make graphene that is commercially scalable. The Elcora team is composed of some of the best process, research and development people both in graphite and graphene. This combination means that Elcora has the tools and resources for graphene vertical integration.

For further information, please visit the company's website at http://www.elcoraresources.com.

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CAUTIONARY STATEMENT:

SOURCE: Elcora Advanced Materials Corp.