

**FIREBIRD RESOURCES INC. (TSXV-FIX)**  
(the “Company”)

**PRESS RELEASE**

Firebird Resources (FIX-V) engages Kin Communications Inc. as Investor Relations

March 23, 2011- Firebird Resources Inc., FIX-V (“Firebird”) is pleased to announce that it has retained the services of Kin Communications Inc. (“Kin Communications”) of Vancouver, BC to provide investor relation services, including communication of our corporate message to the financial and investment communities. Pursuant to an agreement between the parties, compensation is comprised of \$7,500 a month plus reasonable out-of-pocket expenses for period of 12 months. In addition, 500,000 options have been granted pursuant to the Company’s Stock Option Plan exercisable at \$0.60 until December 31, 2013. In accordance with applicable TSX Venture Exchange policies, the options will vest over a twelve month period, with one quarter of such options vesting in each three month period. The options are subject to applicable regulatory approval.

Kin Communications operates out of Vancouver, British Columbia. Kin Communications and Arlen Hansen, its principal, are at arm's length to Firebird as at the date hereof. Neither Kin Communications nor Mr. Hansen own any securities of Firebird as at the date hereof.

Thomas R. Tough, President and Chief Executive Officer, stated: "We are pleased that Arlen has agreed to join us once again, having previously worked with Glen Macdonald, Ken Ralfs and myself with ISX Resources Inc. / Potash One Inc. Over the past 4 years, Arlen and the Kin Communications team provided tremendous market awareness as Potash One Inc. grew from a \$40 million market capitalization in 2007 to over \$400 million in 2011."

**On Behalf of the Board**

*“Thomas R. Tough”*

**Thomas R. Tough, P.Eng.  
President and Director**

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