

September 10, 2012

Symbol: JBR (TSX.V)  
[www.jamesbayresources.com](http://www.jamesbayresources.com)

## **JAMES BAY RESOURCES ENGAGES INVESTOR RELATIONS CONSULTANT**

**TORONTO, ONTARIO - James Bay Resources Limited** (TSX.V: JBR) ("**James Bay**" or the "**Company**") is pleased to announce that it has retained Chaldon Heights Investments Inc. ("**CHII**") as a consultant to provide financial relations services, media relations services, public market development services and investor relations services. CHII will create market awareness among the investment community through its network of institutions, brokers, analysts and other financial professionals. The Toronto-based company brings extensive knowledge of capital markets, specializing in emerging and frontier markets companies.

The Company will pay CHII a monthly fee of CDN\$6,000 for the one-year term of the consulting agreement, which may be extended upon mutual agreement of the parties

CHII currently holds 5,000 shares indirectly in James Bay and owns no other securities or any right or intent to acquire such an interest in James Bay. CHII's appointment as an investor relations consultant of James Bay remains subject to regulatory acceptance of applicable filings with the TSX Venture Exchange.

### **About James Bay Resources**

James Bay is a well-financed Canadian resource company with 28,040,350 shares outstanding and trades on the TSX Venture Exchange under the symbol "JBR". The Company is currently pursuing agreements to acquire oil and gas assets with the objective of becoming a near-term producing company.

### **For further information please contact:**

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**Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.**