

## RARA TERRA MINERALS FORMS ADVISORY BOARD

Trading Symbol: RTX - (TSX.V)

VANCOUVER, July 5, 2011 /CNW/ - Rara Terra Minerals Corp. ("Rara Terra" or "the Company"), is pleased to announce the appointment of Professor Lee A. Groat as the founding member of the Company's Advisory Board. Professor Groat's broad understanding of alkalic rock complexes and his keen interest in unusual Rare Earth Element ("REE") deposits will be of significant benefit to the expansion of Rara Terra's business model. Professor Groat's specific areas of research are mineralogy, geochemistry, and rare element deposits and he has been actively involved in mineral exploration in western Canada and worldwide since 1980.

Since 1990, Professor Groat has been a faculty member at the University of British Columbia ("UBC") (Geological Sciences and then Earth and Ocean Sciences) and during his tenure has published approximately 100 papers in scientific journals. Prior to joining UBC's faculty, he obtained a Bachelor of Science (Geological Sciences) degree from Queen's University in 1982, and a Doctorate (Geological Sciences) from the University of Manitoba in 1988. He was a NATO Postdoctoral Fellow at Cambridge University in 1989. Professor Groat is past-Editor of *American Mineralogist*, a Fellow of the Mineralogical Society of America, and President-elect of the Mineralogical Association of Canada.

Rara Terra's President and Chief Executive Officer, Alexander Helmel, stated, "We are pleased to have Lee join Rara Terra's team as we prepare to initiate work programs on our Lonnie joint venture and our wholly-owned Xeno property. Lee's insight and expertise will be an integral piece to advance our understanding of these projects and to define future projects as we continue to assemble Rara Terra's portfolio."

Lee Groat added: "I look forward to offering advice and experience to Rara Terra and am particularly pleased to now have the opportunity to explore for rare earth deposits in areas of the world that are particularly underexplored."

The Company further announces that it has granted 50,000 options to directors, management or consultants. Each option is exercisable at \$0.26 per share with an expiry date of July 5, 2016.

### About Rara Terra Minerals Corp.

Rara Terra is a Canadian mineral exploration and development company focussed on Rare Earth Elements (REEs). Rara Terra is seeking to identify and develop REE deposits characterized by less common mineralization. These unique deposits will bear those specific REEs that are widely agreed to have the strongest mid to long term technological relevance and sustainable economic value.

### ON BEHALF OF THE BOARD

#### RARA TERRA MINERALS CORP.

Per: "Fraser Atkinson"  
Fraser Atkinson  
Chairman and Director

*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 news release.*

#### Disclaimer for Forward-Looking Information

Certain statements in this release are forward-looking statements, which reflect the expectations of management regarding Rara Terra Minerals Corp. Forward-looking statements consist of statements that are not purely historical, including but not limited to, any statements regarding beliefs, plans, expectations concerning timing and success of exploration activities generally, government regulation of exploration and mining operations, indications and benefits of exploration, drilling test work and engineering assessments, environmental risks, title disputes or claims, the Company's intention to raise additional capital and financing, and expectations or intentions regarding the future. Such statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them.

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#### For further information:

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