

## Rara Terra Minerals hires IR Pro Communications for corporate communications

Trading Symbol: RTX - (TSX.V)

VANCOUVER, Sept. 23, 2011 /CNW/ - Rara Terra Minerals Corp. ("Rara Terra" or "the Company"), is pleased to announce the retention of IR Pro Communications ("IR Pro") to provide investor relations services.

IR Pro will be responsible for assisting Rara Terra by expanding the Company's investor relations and corporate communications activities.

Rara Terra and IR Pro are at arm's length and have entered into a written agreement for an initial three-month term commencing September 22, 2011. IR Pro will receive compensation of \$2,500 per month and will be granted stock options under Rara Terra's incentive stock option plan upon renewal of the initial engagement. At this time, IR Pro does not hold any shares or rights to acquire shares of Rara Terra.

IR Pro Communications has been providing investor relations services for clients in the junior mining, telecommunications, bio-med, technology and oil and gas sectors for the past eleven years.

### 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 any statements regarding beliefs, plans, 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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