



NORTHERN IRON CORP BEGINS MARKETING ROAD SHOW

TORONTO, Ontario, Canada–August 31, 2011

Northern Iron Corp. (**TSX-V: NFE**) (“Northern Iron”, or the “Company”) has announced today that it will soon begin a marketing road show to inform the investment community of the Company’s growth plans.

Northern Iron’s President & CEO, Basil Botha, commented by saying, “During the road show, we will develop new relationships with investors in our targeted markets and update current shareholders on the important activities of the Company. This tour of the market is the next logical step in creating value for our shareholders.”

The marketing road show will begin in Zurich and Geneva, Switzerland on 5th and 6th of September and will continue in London, England from 7th to 9th of September. This part of the tour will be managed with the support of Vicarage Capital, a corporate development firm based in London, England.

The Canadian portion of the tour will start on September 12th and will cover the Toronto and Montreal markets with the support of Andreas Curkovic, who is handling investor relations for the Company in the Canadian markets.

About Northern Iron Corp.

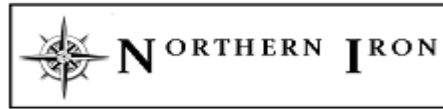
The Company is a mineral resource company engaged in the exploration of high quality iron ore in the Red Lake mining division, district of Kenora, Ontario, Canada. The Company holds 100% interest in minerals claims covering approximately 14,672 hectares, comprised of the El Sol Property, the Griffith Property, the Karas Property, the Papaonga Property and the Whitemud-Slate Property.

Cautionary Statement

The foregoing information may contain forward-looking statements relating to the future performance of the Company. Forward-looking statements, specifically those concerning future performance, are subject to certain risks and uncertainties, and actual results may differ materially from the Company’s plans and expectations. These plans, expectations, risks and uncertainties are detailed herein and from time to time in the filings made by the Company with the TSX Venture Exchange and securities regulators. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events or otherwise.

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

NOT FOR DISTRIBUTION TO U.S. NEWS SERVICES OR DISSEMINATION IN THE U.S.



this release. No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

For further information, please contact:

Basil Botha
President & CEO
Northern Iron Corp.

Tel: 604-566-8570

Fax: 604-602-9868

Email: bbotha@northernironcorp.com