

RUBY RED RESOURCES COMMENCES DRILLING PROGRAM IN S.E. BRITISH COLUMBIA

TSX VENTURE: RRX

FOR IMMEDIATE RELEASE

Calgary, Alberta – May 28, 2007 - Ruby Red Resources Inc. ("Ruby Red" or the "Company") announces the initiation of the first phase of its 2007 drilling program in S.E. British Columbia. Drilling has commenced on the Company's 100% owned Zeus (Bar) property located 15 kilometres West of Cranbrook B.C. This is the first phase of a 3,500 metre drilling program that the Company has budgeted for this drilling season.

The drilling is intended to confirm the presence of significant copper-gold mineralization on the Zeus property which was intersected by previous drilling in the late 1980s. The target is the intersection of two regional faults where intense brecciation, silicification, sericitic alteration and sulphides mineralization (mainly pyrite and chalcopyrite) are associated with an underlying granitic intrusive complex of Cretaceous age. The style of alteration indicates a porphyry copper-gold complex but may also indicate an Olympic dam style mineralization

Core from the 1980s drilling program was lost or destroyed so the Company requires core samples to determine and confirm the geologic setting and assay values of the mineralized intersections. An initial 300 metre test hole is anticipated.

In addition to the Zeus property, the Company owns a 100% working interest in five other copper properties in various stages of exploration in the Cranbrook area. The Company is also in negotiations to acquire one other copper property and one copper-cobalt-nickel property in the area.

Following the completion of the Zeus drilling, the drill rig will move to the Company's 100% owned GAR property located about 15 kilometres Northwest of the Zeus. Three holes are currently planned on a new gold-copper showing discovered late in the 2006 field season. Gold mineralization occurs in argillic-altered shear zones with quartz veining within a Cretaceous quartz monzonite; the quartz veining is associated with sericitic alteration and heavy oxidization. Trenching in late 2006 yielded multi-gram gold over significant widths. Additional drilling is planned for later in 2007, following evaluation of this initial phase.

In addition to the previously mentioned properties, the Company holds a 100% working interest in an additional three gold properties slated to be drilled later in the 2007 drill program.

Ruby Red was formed to participate in the acquisition, exploration and development of mineral claims in the Fort Steele Mining Division of British Columbia for the purpose of exploring for precious and base metals. Ruby Red holds a 100% working interest in 135 mineral claims (approximately 40,000 hectares), all located within 35 kilometres of Cranbrook, B.C. in the Purcell and Rocky Mountains.

For further information contact Randall Tronsgard, Vice-President, Corporate Development of Ruby Red, at (403) 770-1346 or 1-866-257-4337.

Except for statements of historical fact, this news release contains certain "forward-looking information" within the meaning of applicable securities law. Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur. Forward-looking statements are based on the opinions and estimates of management at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements, which include but are not limited to risks inherent in the mining industry, regulatory and economic risks, and risks associated with the Company's ability to implement its business plan. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward-looking statements.

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