

RUBY RED RESOURCES UPDATES EXPLORATION PROGRAM

TSX VENTURE: RRX

FOR IMMEDIATE RELEASE

CALGARY, ALBERTA – August 26, 2008 - Ruby Red Resources Inc. (“Ruby Red” or the “Company”) is pleased to announce the results of the Company’s second quarter exploration activities and planned exploration activities in the third quarter on its properties near Cranbrook in southeastern British Columbia.

Zeus Property

Diamond Drill Hole (DDH) 08-01 was drilled to extend the mineralized zone encountered in DDH 07-01 (previously announced in the Company’s news release of June 10, 2008) which intersected 95 metres of 0.436% Cu, 2.24 gm/tonne Ag, 106 ppm Co and 49 ppm Bi. DDH 08-01 intersected 270 metres of silicified quartz stockwork breccia with significant visible sulphide mineralization in disseminated, semi-massive and massive states. Sulphide minerals include primarily pyrite and an unidentified dark sulphide with minor chalcopyrite and arsenopyrite. The hole encountered the silicified quartz stockwork breccia from a measured depth of 245 metres to 515 metres. The zone has intensive argillic alteration and is highly silicified throughout the mineralized intersection. DDH 08-01 encountered eight metres of 0.307% Cu and 91 metres of 188 ppm Co within this 270 metre interval.

The second hole, DDH 08-02 was drilled 170 meters to the east to extend the mineralized zone and encountered 17 metres of 0.172% Cu mineralization within the quartz stockwork breccia zone. The hole also encountered 1.6 gm/tonne Au over one metre within a quartz vein representing an extension of a zone encountered in a previous drill hole which intersected one metre of 9.74 gm/tonne Au. The new drill hole data, when incorporated with historical data, strongly suggests the presence of a mineralized porphyry system within the property.

Robocop (Roo) Property

The Company has completed phase one of its 2008 exploration program designed to test sediment hosted Cu - Co - Ag mineralization located on its 100% owned Robocop property. The program consisted of soil geochemistry, geological mapping, access road construction and drill pad building.

Soil geochemical surveys have traced the Cu - Co - Ag horizon for at least 3.5 kilometres along strike and geological mapping has defined the trace of the Cu-Co-Ag bearing arkosic sandstone/grit and conglomerate unit for 1.2 kilometres. Construction of one kilometre of new drill road access and six drill sites has been completed.

Phase two of the program has commenced. This phase is designed to drill test the mineralized sediments for thickness and grade. The program will consist of six diamond drill holes totaling approximately 900 metres of drill core. The program is expected to be completed by September 1, 2008.

Gar /Leader Property

Diamond drilling at the Gar/Leader property is anticipated to begin September 1, 2008 immediately following the completion of the drilling program at the Robocop property. This drilling will expand the 2007 drilling program which encountered an intersection of 1.27 metres of 3.04 gm/tonne Au, 394.00 gm/tonne Ag, 2.4% Pb and 0.32% Cu. The target zone will be tested along strike and down dip. Additional geologic mapping and soil/rock geochemistry is also planned.

Eddy Property

The Eddy property is scheduled for trench evaluation of near surface Au mineralization. Rock geochemical samples have yielded values up to 19.2 gm/tonne Au. Pending permit approval later this month, the trenching program and approximately 900 metres of diamond drilling is anticipated on targets generated from this program. Drill evaluation of this property is scheduled for late September, 2008.

Spirit Dream Property

A single diamond drill hole is expected to be completed on the property to test the depth extension of a surface visible Au showing. Completion of this hole is anticipated for late September, 2008.

Additional Properties

All of the Company's additional properties are continually being evaluated by geologic, prospecting and geochemical means. Road access to the Gar and Lov properties located within the Company's Purcell block is slated to be completed by September 30, 2008.

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 100% working interests in 144 mineral claims (approximately 44,000 hectares), all located within 80 kilometres of Cranbrook, B.C. in the Purcell and Rocky Mountains.

This news release has been reviewed and approved by Gordon W. Turner, P.Geo, President & CEO of Ruby Red and hereby designated as a "Qualified Person" under National Instrument 43-101. Drilling services were performed by F. B. Drilling of Cranbrook, B.C. and analysis was performed by ACME Laboratories Ltd. of Vancouver, B.C.

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