RUBY RED RESOURCES DEFINES KIMBERLEY GOLD TREND

TSX VENTURE: RRX **FOR IMMEDIATE RELEASE**

CALGARY, ALBERTA – February 18, 2009 – Ruby Red Resources Inc. ("Ruby Red" or the "Company") believes that it has defined the **Kimberley Gold Trend ("KAT")**. Ruby Red is a small company with a large land position (44,000 ha.) in south-eastern British Columbia, Canada. Our mission: *to define quality mineral exploration opportunities that can be developed in a sustainable and environmentally responsible manner and that can contribute to the economic and social well-being of local communities.*

Kimberley Gold Trend (KAT): A New Interpretation

In this update we report on the Kimberley Gold Trend (KAT), an area estimated to be 30 km wide and more than 100 km long where Ruby Red has a significant property position.

Summary: A belt approximately 30 km wide and more than 100 km long, called the Kimberley Gold Trend (KAT), cross-cuts the southern Purcell Mountains, from southern Kootenay Lake to the Rocky Mountains east of Kimberley and Cranbrook, British Columbia. The KAT contains more than 100 gold-quartz and polymetallic vein occurrences[1]; a concentration not matched north or south of the trend, as well as several placer gold deposits with a cumulative production of more than 1.5 M oz.

The KAT is a region of oblique thrusting defined by the Moyie-Dibble Creek, Cranbrook, St. Mary's-Lussier and Kimberley fault systems which, together, describe a broad concave arc closing toward the southeast.[2] The southern portion of the arc cuts across the structural grain of the Purcell Mountains. The many vein systems reported from within the KAT are interpreted as a consequence of dilation related to shear displacement along subsidiary faults. This type of structurally controlled dilation creates pipe-shaped breccias and fracture zones up which fluid flow may focus. Hence, they represent a fertile environment for the concentration of gold and other metals. Some of the Z-shaped dilation zones (releasing fault bends) contain visible gold.

Ruby Red has mineral claims containing gold-quartz vein systems upstream from each of the major placer producing drainages in the region: Weaver Creek, Moyie River, Perry Creek and Wildhorse Creek. The Company will focus its 2009 exploration activity in these areas, searching for gold in dilation zones along shear zones.

Details of the Model: Ruby Red has a new geological model that it believes explains the source of gold that fed more than 1.5 million ounces into placer deposits in the Kimberley-Cranbrook region. The Moyie-Dibble Creek, Cranbrook, St. Mary's-Lussier and Kimberley faults define an east-west zone – the KAT -- that cross-cuts the regional structural fabric of the Purcell Mountains. The KAT is known for

---

[1] Jakobeen, D. and Hoy, T., 1995, Mineral Occurrence Map (NTS 82G, 82F/E, 82J/SW, 82K/SE): BC Ministry of Energy, Mines and Petroleum Resources, Geological Survey Branch Geoscience Map 1995-2.

[2] Wheeler, J.O. and McFeely, P. (comp.), 1991, Tectonic Assemblage Map of the Canadian Cordillera and adjacent parts of the United States of America: Geological Survey of Canada, Map 1712A, scale 1:2,000,000

placer gold production as well as gold-quartz and polymetallic vein systems. The objective is to find vein systems having both grade and dimensions sufficient for gold production.

The KAT was a zone of transpression, which means fault motion was oblique. This is important because the shear (strike-slip) component of fault motion carries with it the potential for zones of dilation where brecciation and veining is concentrated, fluid flow is focused, and the potential for large accumulations of gold and or other metals is enhanced. A good example is the David Property, located 30 km southwest of Cranbrook, in the headwaters of tributaries flowing south into the Moyie River. According to Hoy (p, 103-104)[3]:

> "Gold mineralization, associated with galena and chalcopyrite, occurs in zones of intense silicification within a number of shear zones…One of the zones is 1 to 2 metres thick and has been traced on surface for 950 metres. Drill hole intersections include 1.5 metres assaying 26.76 grams per tonne gold and 1.8 metres assaying 8.02 grams per tonne gold. The David discovery is significant …because it represents a new exploration target model in the Purcell Supergroup."

The shear zones that contain the David Property persist for at least 7 km northeast along the trace of the Old Baldy Fault[4] on the Eddy Property owned by Ruby Red. Samples from quartz veins in trenches having gold values to 13,565 g Au/tonne, and limited diamond drilling (10 holes, 455.98 m, 41 core samples) returning up to 19.28 g Au/tonne have been reported.[5] Z-shaped offsets (releasing bends) along the shear zone define areas where dilation (increased volume) creates potential for brecciation, veining, alteration and mineralization. It is the Company's opinion that these are the targets that merit exploration attention.

The key to exploring for this type of ore body is to recognize (in this case) Z-shaped bends along faults. Each bend has the potential to dilate during fault movement, providing a conduit up which fluid flow may be focused.

This model predicts steep, north-dipping, pipe-like geometries. This means drilling programs will have to pay attention to the rake and plunge of these structures because depth will be important when measuring tonnage potential.

---

[3] Hoy, T., 1993, Geology of the Purcell Supergroup in the Fernie west-half map area, southeastern British Columbia: Province of British Columbia Ministry of Energy, Mines and Petroleum Resources, Geological Survey Branch, Bulletin 84.

[4] Reesor, J.E. (comp), 1996, Geology, Kootenay Lake, British Columbia: Geological Survey of Canada, Map 1864A, scale 1:100,000.

[5] Walker, R.T., 2006, Report on the Eddy Claims for Ruby Red Resources Inc: Technical Report – NI 43-101 http://www.sedar.com/DisplayCompanyDocuments.do?lang=EN&issuerNo=00024735

Future Plans: Ruby Red is busy preparing to exploit this model in the 2009 field season. Several prospective dilation zones have been identified and represent prime targets for prospecting, trenching and drilling.

Did You Know: According to Thorpe and Franklin (Geological Survey of Canada, Economic Geology Report 36, 1984, p. 38) vein and shear zone gold accounts for an estimated 25% of Canada's total cumulative gold production. Many long term producers range from 1 to 6 million tonnes at grades of 7 g Au/tonne but may be as large as 40 million tonnes averaging >8 g Au/tonne.

This news release has been reviewed and approved by Gordon W. Turner, P. Geo, President and CEO of Ruby Red and hereby designated as a "Qualified Person" under National Instrument 43-101.

About Ruby Red Resources Inc.

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.

For further information contact:
Gordon Turner, President & CEO gturner@rubyredresources.com or
Randall Tronsgard, Vice-President, Corporate Development rtronsgard@rubyredresources.com
(403) 770-1346 or 1-866-257-4337

Certain statements contained in this news release constitute forward-looking statements (the "forward-looking statements"). These statements relate to future events or our future performance. All Statements other than statements of historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "anticipate", "budget", "plan", "continue", "estimate", "expect", "forecast", "may", "will", "project", "potential", "target", "intend", "could", "might", "should", "believe" and similar expressions. 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. Although we believe that the expectations reflected in the forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. We cannot guarantee future results, level of activity, performance or achievements. Consequently, there is no representation that the actual results achieved will be the same, in whole or in part, as those set out in the forward-looking statements and information.

Some of the risks and other factors that could cause results to differ materially from those expressed in the forward-looking statements include, but are not limited to: general economic conditions in Canada, the governmental regulation of the mining industry, including environmental regulation; geological, technical and drilling problems; unanticipated operating events; competition for and/or inability to retain drilling approvals from regulatory authorities; stock market volatility; volatility in market prices for commodities; liabilities inherent in mining operations; changes in tax laws and incentive programs relating to the

mining industry; and the other factors described in our public filing available at www.sedar.com. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking statements contained in this news release are expressly qualified by this cautionary statement. We undertake no duty to update any of the forward-looking statements to conform such statements to actual results or to changes in our expectations except as otherwise required by applicable securities legislation. The reader is cautioned not to place undue reliance on forward-looking statements.

THE TSX VENTURE EXCHANGE HAS NOT REVIEWED, AND DOES NOT ACCEPT RESPONSIBILITY FOR, THE ADEQUACY OR ACCURACY OF THIS RELEASE.