

RUBY RED RESOURCES ANNOUNCES BOARD AND MANAGEMENT CHANGES

TSX VENTURE: RRX

FOR IMMEDIATE RELEASE

CALGARY, ALBERTA – October 28, 2009 – Ruby Red Resources Inc. (“Ruby Red” or the “Company”) announces that Dr. Richard Grayston (PhD – Finance and Economics) has been appointed President, Chief Executive Officer (CEO) and a Director of the Company. Dr. Grayston has been an Officer and Director of public companies for over 25 years and thus brings significant experience and contacts to his new duties. In addition to his new appointment, Dr. Grayston will continue to fulfill his duties as Chief Financial Officer on an interim basis until a suitable replacement can be found.

Mr. Gordon Turner has resigned his position as President & CEO of the Company and has assumed the duties of Vice President, Exploration. As a result, Ruby Red will continue to realize the benefit of Mr. Turner’s skills as a geologist in developing its properties. Mr. Turner will continue to be a vital member of the Board of Directors of Ruby Red.

Mr. Douglas Anderson has resigned from the Board of Directors of the Company. The Board of Directors and management of Ruby Red extend their most sincere thanks to Mr. Anderson for his efforts on behalf of the Company since inception. Mr. Anderson was instrumental in Ruby Red’s initial acquisition of properties in the Fort Steele Mining Division of British Columbia.

About Ruby Red Resources Inc.

Ruby Red is a small company with a large land position; approximately 50,644 hectares (125,144 acres) 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.*

This past exploration season saw the Company concentrating its efforts on the Kimberley Gold Trend (KAT). The KAT is a metal-rich boomerang-shaped region roughly 30 km wide and more than 100 km long that extends from the Purcell Mountains east, across the Rocky Mountain Trench where it bends north to occupy a swath of the western-most Rocky Mountains. Ruby Red has mineral titles within the KAT totaling approximately 46,350 hectares (114,533 acres).

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