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FOR IMMEDIATE RELEASE
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Toronto, Ontario

TSX Venture Exchange
Common Share Symbol: HBE
Shares Outstanding: 56,785,150

HORNBY BAY ANNOUNCES APPOINTMENT OF NEW CFO

Toronto, Ontario – Hornby Bay Mineral Exploration Ltd. (the “**Company**”) (TSXV:HBE) is pleased to announce the appointment of Rebecca Hudson as the new Chief Financial Officer of the Company effective October 28, 2010.

Ms. Hudson is a Chartered Accountant with 12 years of experience in the fields of financial audit, corporate finance, risk management, financial reporting, and corporate governance. She has worked primarily with publicly traded international and Canadian corporations, and has conducted transactions in reverse takeovers, mergers & acquisitions, divestitures and various advisory services. Ms. Hudson holds a Masters of Accounting and a Bachelor's Degree from the University of Waterloo. She is fluent in both English and Spanish.

Ms. Hudson replaces Thomas D. Devlin, who resigned from the Company to focus his attention on other responsibilities. The Company thanks Mr. Devlin for his past efforts on behalf of the Company.

FOR FURTHER INFORMATION, PLEASE CONTACT:
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