

 <p>Glass Earth Gold LIMITED</p>	<p>NEWS RELEASE</p>
<p>TSX-V: GEL NZAX: GEL</p>	<p>Level 4, Munro Bengue House 104 The Terrace Wellington, New Zealand +64 4 903 4980</p> <p>www.glassearchlimited.com</p>

Wellington, New Zealand, August 11, 2010.

GLASS EARTH GOLD ENGAGES LOEB ARON FOR UK INVESTOR RELATIONS

Glass Earth Gold Limited (TSXV: GEL; NZAX: GEL), ("**Glass Earth**") today announced that, subject to TSX Venture Exchange approval, it has retained Loeb Aron & Co for assistance in investor relations in the United Kingdom.

Loeb Aron & Co is an independent, privately owned company operating from London. It is a Financial Services Authority authorised and regulated firm and a Member of the London Stock Exchange. Founded in 1996, it provides financial, strategic, corporate and technical advisory services to a wide range of companies, institutions and individuals active in the resources, technology and other sectors.

Loeb Aron will be compensated at the quarterly rate of £6,000. In addition, Loeb Aron has been awarded 250,000 GEL options exercisable at C\$0.35, vesting quarterly over twelve (12) months, and expire in two years time from the grant date. Services of Loeb Aron may be cancelled by Glass Earth at any time, for any reason, upon six (6) months notice and will otherwise terminate after twenty-four (24) months unless renewed thereafter by Glass Earth and Loeb Aron on terms to be agreed.

Glass Earth continues its relationship with its Canadian based investor relations advisor, **CHF Investor Relations** (CHF), headquartered in Toronto. Further, CHF has been awarded 250,000 GEL options exercisable at C\$0.30 under the Company's Stock Option Plan; such options vesting quarterly over twelve (12) months, and expire in three years time from the grant date.

All options granted remain subject to approval by the relevant exchange(s). Neither Loeb Aron & Co, nor CHF Investor Relations currently own common shares of the Company.

About Glass Earth Gold Limited

Glass Earth is one of the largest New Zealand-based gold exploration companies exploring a land position of 12,000 km² in the North and South Islands. With its main office in Wellington, New Zealand, Glass Earth Gold Limited is listed on the TSX Venture Exchange (TSX.V: **GEL**) and the New Zealand Alternative Stock Exchange (NZAX: **GEL**).

For additional information on the company, please contact:

- **Simon Henderson, President and Chief Executive Officer, at +64 4 903 4980 or info@glassearthlimited.com;**
- **Jeanny So, Director of Operations, CHF Investor Relations, at +1 416 868 1079 x225 or jeanny@chfir.com;**
- **Visit the Company's website at www.glassearthgold.com.**

To receive Company news via email, contact jeanny@chfir.com and mention "Glass Earth news" in the subject line.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) nor New Zealand Exchange Limited has reviewed this release and neither accepts responsibility for the adequacy or accuracy of this release.