



NEWS RELEASE TSX-V. AMU

January 14th, 2011

AMI RESOURCES ENGAGES CONTACT FINANCIAL FOR INVESTOR RELATION SERVICES

Vancouver, B.C. – The Company (**AMI Resources Inc. – TSX-V Symbol AMU**) has engaged Contact Financial Corp. to develop and execute a comprehensive marketing and investor communications program to help raise awareness of the company over a three month renewable term, subject to TSX approval.

Contact Financial is a privately owned strategic marketing and communications firm, based in Vancouver, B.C. that will increase AMI Resources exposure throughout the global investment community. Contact Financial will be responsible for providing advice to the company with respect to corporate development, producing and distributing effective marketing communications tools and increasing awareness with private investors, analysts, brokers, money managers and other financial professionals. For more information about Contact Financial Corp. please visit their website at. www.contactfinancial.com

Contact Financial is at arm's length to AMI Resources, and, to the company's knowledge, neither Contact Financial nor its principals presently have any interest, direct or indirect in AMI Resources or its securities, however they have the right to acquire such an interest.

Under the renewable agreement, Contact Financial will receive an upfront fee of \$25,000 for an initial term of three months, and \$6,000 per month, on a month-to-month basis, thereafter. Contact Financial will also receive 300,000 incentive stock options, with a life of 3 years from the date of signing to purchase common shares of the company a strike price of \$0.20 per share. Such options will vest in quarters over a 12-month period with vesting restrictions in accordance with TSX Venture Exchange policies. Any vested but unexercised options will expire within 30 days of the date that Contact Financial ceases to provide services to the company. Any Options, which are not vested, will expire immediately upon Contact Financial ceasing to provide services to the company.

We seek safe harbour.

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