



LAKE VICTORIA MINING COMPANY

Lake Victoria's Singida Geophysical IP Survey Identifies a Well Defined Anomaly

Golden, Colorado, January 7th, 2010 (OTCBB:LVCA) - Lake Victoria Mining Company is pleased to report the progress of an electrical induced polarization (IP) survey over the five kilometer long vein system at the Singida gold project. Gradient surveying, within the first block, has identified a well defined northwest-southeast trending anomaly that closely corresponds to a previously reported magnetic anomaly and to artisanal mine shaft locations. Detailed dipole-dipole surveying is underway within the first block and drill hole locations will be based on compilation of all technical information.

The Singida gold project covers about 11 square kilometers and consists of 54 Primary Mining Licenses. The project area is the location of active artisanal gold mining; the I.P. program consists of both reconnaissance or gradient I.P. measurements and detailed dipole-dipole measurements. The purpose of the I.P. program is to define drill sites along the five kilometer long vein system.

Four blocks are being surveyed over the five kilometer long system; as planned, the survey will total about 60 line kilometers of electrical measurements. Each survey block consists of eight north-south survey lines that are one kilometer long and they are spaced 200 meters apart. One-hundred meter line spacing is planned over locations of active mining. The program commenced in December and will be completed in about three months.

Roger Newell president of Lake Victoria said "These are encouraging I.P. results, and it is exciting to have the Singida project in our company, and we are close to defining specific drill targets."

About the Company

Lake Victoria Mining Company, Inc. is working to create another gold mine in the world famous Lake Victoria Greenstone Belt, Tanzania, East Africa. Tanzania produced 1.75 million troy ounces of gold during 2007 and is the 3rd largest gold producer in Africa behind South Africa and Ghana.

Additional information regarding the Company is available on the corporate website at: www.lakevictoriaminingcompany.com or by contacting:

Lake Victoria Mining Company, Inc.

Dr. Roger A. Newell

Phone: 303-586-1390

Email: info@lvcamining.com

Disclaimer

This news release may contain forward looking statements, relating to the Company's operations or the environment in which it operates, which are based on Lake Victoria Mining Company, Inc.'s operations, estimates, forecasts and projections. These statements are not guarantees of future performance and involve risks and uncertainties that are difficult to predict, and/or beyond Lake Victoria Mining Company, Inc.'s control. A number of important factors could cause actual outcomes and results to differ materially from those expressed in these forward-looking statements. Consequently, readers should not place undue reliance on such forward-looking statements. Lake Victoria Mining Company, Inc. disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.