



**LAKE VICTORIA CONTRACTS LAYNE DRILLING TO COMPLETE A
MINIMUM OF 8000M OF DRILLING TO DEFINE SUBSURFACE GOLD
RESOURCES AT TWO GOLD PROJECTS, TANZANIA**

Golden, Colorado, July 28, 2010 (LVCA:OTCBB) On July 27th, the Company entered a contract with [Layne Drilling](#) of Mwanza. Drilling is scheduled to begin on August 30th, at the Company's [Singida gold project](#), central [Tanzania](#). In the latter part of September, it is planned that the drill rig will be moved to the [Kinyambwiga gold project](#) in the northern part of Tanzania to commence a second phase drilling program. An initial minimum of 8,000 meters of reverse circulation (RC) drilling is planned with the goal of defining subsurface gold mineralization and achieving a defined gold resource at both projects.

Roger Newell, president of Lake Victoria said: "It is very pleasing that Lake Victoria's exploration programs have successfully defined drill targets at two important gold projects and this drilling program represents a significant milestone in the Company's development. We look forward to providing the results as they become available."

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. Lake Victoria Mining Company, Inc. currently holds both gold and uranium exploration licenses in Tanzania. Additional information regarding the Company is available on the corporate website at: www.lakevictoriaminingcompany.com or by contacting:

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