



Lake Victoria Schedules Another Live Conference Call: Wednesday, 11:00 AM EST – The Company’s Strategic Plans and Focus Discussed With President, Dr. Roger Newell Ph.d and Clive King, Senior Geological Consultant

Golden, Colorado May 25, 2010 (LVCA:OTCBB) – Lake Victoria once again invites the first 300 callers to join the company’s President, Dr. Roger Newell and Clive King, Senior Geological Consultant, Wednesday morning at 11:00 AM EST, to hear the company’s strategic plans and focus for the next 3 months, 6 months and one year.

Answers to the following questions and more will be discussed:

Where is the Company’s focus? Is the Company focused solely on the Singida-Londoni gold project or is there other significant resource potential within Lake Victoria’s property portfolio?

Does the company’s management have what it takes to lead the company to financial success?

How soon does the company expect to have a gold reserve?

What can shareholders look forward to over the next 12 months?

Join us live today Wednesday, May 26, 2010 at 11:00 AM EST by calling: 1-213-289-0500 Room: 731733#

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 holds eleven prospective gold projects and five uranium projects within its Tanzania property portfolio. Additional information regarding the Company is available on the corporate website at: www.lakevictoriaminingcompany.com or by contacting:

Lake Victoria Mining Company, Inc.

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