

CORPORATE PROFILE

Champion Minerals Inc. is a Canadian iron ore exploration company with properties located in northeastern Quebec and western Labrador. Champion is one of the largest stakeholders of highly prospective iron ore properties in the Fermont and Schefferville iron ore districts of Quebec/Labrador.

The Fermont group of properties currently has over 1.0 billion tonnes of iron resources (combined NI 43-101 and historical non-NI 43-101 resource estimates).

There are 503.3 million tonnes of Inferred Resources grading 28.0% iron ("Fe") (NI 43-101) on two of the 16 Fermont claim blocks ("Bellechasse" and "Fire Lake North" claim blocks). The Fire Lake North claim block is adjacent to the north of ArcelorMittal's operational "Fire Lake Mine". Hosted within 6 of the other 14 Fermont claim blocks is an additional 578.0 million tonnes of historical Mineral Resources (non-NI 43-101 compliant) grading 30.4% Fe.

The Fermont property is located in northeastern Quebec, and the 16 individual claim blocks are adjacent or proximal to Consolidated Thompson Iron Mines Ltd.'s properties (TSX: CLM) and ArcelorMittal's properties (NYSE: MT). They are all located close to power, roads and rail connecting to ports on Quebec's northern shore of the St. Lawrence seaway.

A 7,000 metre drill program is underway on the Harvey Tuttle Claim Block with the objective to outlining several 200 – 500 million ton lenses. Volumetrics and Conceptual tonnages show a range of 2 to 4 billion tonnes of ore. This zone encompasses an area of magnetic anomalies that have a footprint greater than 5km x 5km that represents large tonnage potential to be quantified with a NI 43-101 resource report later this year. There has been a recent new discovery at the Fire Lake North property. It is the third multi-kilometric iron formation discovered thus far, which could enhance the current Mineral Resource Estimates. An updated NI 43-101 Mineral Resources Estimate report is expected shortly for Fire Lake North, which will coincide with the start-up of a 15,000 metre drill program.

Champion recently raised over \$20 million; including a \$12 million bought deal financing (\$1.15 hard dollar units) by Canaccord, Haywood & Macquarie.

IRON PROPERTIES

Fermont (Coarse Quartz Specularite and Magnetite) – 82.5% interest

- Earn-in completed for a 65% interest in the Fermont Property composed of 16 claim blocks in June/10; an additional 17.5% interest purchased July/10
- 3% NSR with a \$3 million buy-back option for 1%.
- May, 2010 – announced initial 2010 drill results at Fire Lake North (197.8 m of 38.3% Fe, 171.0 m of 36.2% Fe, and 168.4 m of 30.3% Fe).
- May, 2010 – announced initial 2010 drill results at Harvey-Tuttle (234 m of 26.7% Fe, incl. 168.4 m of 30.3% Fe, incl. 93.2 m of 35.6% Fe).
- The coarser grained iron ore type benefits metallurgy and efficient processing.

Attikamagen (Taconite) - 100% owned

- Option and joint venture agreement signed May 2008 with Labec Century Iron Ore Inc., a member of Century Iron Ore Group, a company based in the Far East. They are exploring Taconite and Direct Shipping Ore (DSO) targets.
- Potential for Labec to earn-in up to 60% with \$13 million in exploration expenditures at a rate of minimally \$2.5 million to be spent per year over remaining four year term.
- 80 km strike length from 946 mineral exploration claims totaling 310 km² in western Labrador and northeastern Quebec.

Shareholder Information

(All information as of August 4, 2010 and all financial data in CA\$)

SHARE PERFORMANCE (52 weeks)

	Current	High	Low
CHM (TSX.V)	\$0.89	\$1.45	\$0.23

SHARE CAPITAL

Shares Issued	60,362,497
Market Cap.	\$53,722,622
Market Cap. (- \$)	\$41,222,622
Stock Options	6,162,500 (avg. \$0.62)
Warrants	11,832,763 (avg. \$1.13)
Property Options	225,000
Fully Diluted	78,582,760
Current Cash	\$12,500,000
Fully Diluted Cash	\$29,664,000

DIRECTORS

Thomas Larsen
 Jean Lafleur, P. Geo.
 Alexander Horvath, P. Eng.
 Donald A. Sheldon, LLB, P. Eng.
 Paul Ankcorn
 Francis Sauve
 Joseph S.C. Chan

OFFICERS

Thomas Larsen, *President and C.E.O.*
 Miles Nagamatsu, C.A., *C.F.O.*
 Jorge Estepa, V.P., *Secretary-Treasurer*
 Martin Bourgoin, P. Geo., *Executive V.P.*
 Jeff Hussey, P. Geo., *V.P. Exploration*
 Alexander Horvath, P. Eng. *Executive V.P. Exploration, Technical Director*

EXECUTIVE ADVISOR

Douglas H. Bache (*former advisor to TSX: CLM*)

INVESTOR RELATIONS

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FERMONT PROPERTY

**** Represents historical resource data, non NI 43-101 compliant and should not be relied upon**

- Champion's Properties
- Noteworthy Deposits owned by other companies
- * Champion has a "right of first refusal" to acquire this property

