



Labrador Iron Mines Holdings Limited

PRESS RELEASE

NEW SENIOR MANAGEMENT APPOINTMENTS GRANT OF STOCK OPTIONS

Toronto, ON, March 11, 2008 – **Labrador Iron Mines Holdings Limited (TSX:LIR)** is pleased to announce the following senior management appointments for its Direct Shipping Ore Project, located in the Province of Newfoundland and Labrador, near Schefferville, Quebec.

Vice President, Transport Services: Marc Duclos

Mr. Marc Duclos, MBA, has been appointed Vice President, Transport Services and brings over 30 years experience in rail, port, and truck transportation management to Labrador Iron Mines. In his new role, Marc will oversee transportation-related activities for the Schefferville Iron Ore Project. Amongst his extensive experience, Mr. Duclos was previously General Manager for the Sept-Iles operations of the Iron Ore Company of Canada and, as such, was responsible for the overall operations of the 600Km Sept-Iles to Schefferville railroad and the Sept-Iles port terminal. Marc was also previously employed by both Canadian National Railway and Via Rail. In addition to Marc's invaluable and extensive site-specific experience, he also brings a strong background in regulatory knowledge, project management, planning and successful project execution to the Labrador Iron Mines project team.

Vice President, Environmental and Permitting Affairs: Linda Wrong

Ms. Linda Wrong, Honours B.Sc. (Geol.), P.Geo has been appointed Vice President of Environmental and Permitting Affairs. In this role, Linda will focus on ensuring the development and implementation of the highest standards of environmental protection and guiding the permitting process to facilitate the Company's goal of achieving iron ore production in the historic Schefferville iron ore mining camp in 2009. She will also work closely with other team members to ensure effective communication of the environmental and permitting process and developments to local communities, governments, regulators and other stakeholders.

Linda is a former senior exploration geologist with over 20 years experience in remote and northern locations and specific experience over the last five years in Labrador, including work relating to the Company's project. Complementing her direct experience in the mining industry, she has over 15 years experience in the fields of environmental assessment, environmental baseline program development, community consultation, hydrogeology, environmental management system design and implementation and contaminated site assessment and management with major international consulting firms and mining companies, most recently as Mining Technical Program Lead, North America, with Earth Tech Canada and Manager Environmental Baseline and Engineering Liaison with Aurora Energy Resources Inc.

Controller: John Rogers

John Rogers, BBA, CFA, has been appointed Controller. John has many years experience in corporate and operations finance in the mining distribution and manufacturing industries, both public and private companies. Most recently John has served as Controller of Ucore Uranium and previously St. Andrew's Goldfields. In his role as Controller, John's responsibilities will include internal and external financial reporting, statutory filings, budgeting and management information systems.

Senior Geologist: Erick Chavez

Erick H. Chavez, MSc. has been appointed Senior Geologist. Erick is a professional geologist with 14 years international exploration experience. He is a graduate of Universidad Nacitonal de San Agustin de Arequipa, Peru and holds a M.Sc. degree from the University of Toronto. Mr. Chavez has been working on the Labrador Iron Project for over three years as an independent consultant. Prior to this he was senior exploration geologist with Conquest Resources Limited and, prior to 2000, was an exploration geologist with Cominco (Peru) SRL.

Grant of Stock Options:

Labrador also announces that the Board of Directors has approved the grant of stock options on a total of 400,000 shares to seven new officers and employees. These options are exercisable at a price of \$4.85 per share for a period of five years and vest over a two year period.

About Labrador Iron Mines Holdings Limited

Labrador Iron Mines Holdings limited is a resource development company that obtained a listing on the TSX following a successful IPO in December 2007 in which it raised over \$52 million. The Company was established to explore and develop “direct shipping” iron ore deposits on properties in which it holds interests located in the Labrador Trough, in the province of Newfoundland and Labrador, near Schefferville, Québec. The Company is targeting to commence production of both lump and sinter fine iron ore during 2009.

The common shares and warrants of Labrador Iron Mines Holdings Limited are listed on the Toronto Stock Exchange under the symbols “**LIR**” and “**LIR.WT**”, respectively.

Cautionary Notes:

The Toronto Stock Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.

This press release contains “forward-looking information” within the meaning of applicable Canadian securities legislation.

Company Contacts:

John F. Kearney
Chairman and CEO
T: (416) 362-6686

Bill Hooley
President and COO
T: (011) 44 778 557 2517

Terence McKillen
Vice President
T: (416) 362-8243

**111 Richmond Street West, Suite 1002
Toronto, Ontario, Canada M5H 2G4**

E-mail: [info @labradorironmines.ca](mailto:info@labradorironmines.ca)

Website: www.labradorironmines.ca