

**WIND RIVER ENERGY CORP.**

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**WIND RIVER ANNOUNCES NEW INVESTOR RELATIONS CONSULTANT**

**July 8, 2011– Vancouver, B.C.**

**TSX-V: WVR**

**Vancouver, BC – Wind River Energy Corp.** (the “Company”) is pleased to announce that it has engaged Progressive I.R. Consultants Corp. (“Progressive”) to provide investor relations services to the Company for a term of 12 months (the “Agreement”). Pursuant to a service agreement dated July 7, 2011, Progressive will provide the Company with investor relations services, including initiate and introduce the Company to relevant industry investors throughout North America and Europe, disseminate Company news and information, assist with Company events and advertising, and media and advertising services where and when necessary, in exchange for a monthly fee of \$7,500 plus HST and the grant of 250,000 incentive stock options, exercisable at the market price on the day of grant. The term of the Agreement is one year. Upon the occurrence of certain breaches of the agreement by Progressive, the Company may terminate the Agreement with 30 days written notice.

About Progressive

Progressive approaches the task of providing investor relations with emphasis on multi-level communication, regular updates and thorough record keeping. With a combined 30 years experience, Progressive’s management employs traditional marketing techniques and augments them with modern technological communication channels. Their work on the Company’s behalf will strengthen lines of communication with existing shareholders, presents the Company’s story to the large pool of qualified investors in Progressive’s proprietary database management system, and reaches out to financial advisors and other important members of the investment community. Progressive is a Vancouver based investor relations consulting company owned and managed by Kris Kottmeier. Progressive does not presently have any interest, directly or indirectly, in Wind River or its securities or any right or intent to acquire such interest, other than the stock options to be granted to it.

The ultimate goal of this process is to achieve a significant and sustainable increase in trading volume and ensure that the Company’s stock is assigned its full value in the marketplace.

For further information, please contact:

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***Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.***

## **FORWARD LOOKING INFORMATION**

Certain information in this news release is forward-looking within the meaning of certain securities laws, and is subject to important risks, uncertainties and assumptions. This forward-looking information includes, among other things, information with respect to the Company's beliefs, plans, expectations, anticipations, estimates and intentions. The words "may", "could", "should", "would", "suspect", "outlook", "believe", "anticipate", "estimate", "expect", "intend", "plan", "target" and similar words and expressions are used to identify forward-looking information. The forward-looking information in this news release include that describes the Company's expectations as of the date of this news release and includes that Progressive will provide the Company with investor relations services, including initiate and introduce the Company to relevant industry investors throughout North America and Europe, disseminate Company news and information, assist with Company events and advertising, and media and advertising services where and when necessary. The results or events anticipated or predicted in such forward-looking information may differ materially from actual results or events. Material factors which could cause actual results or events to differ materially from a conclusion, forecast or projection in such forward-looking information include, among others, risks arising from general economic conditions and adverse industry events. The Company cautions that the foregoing list of material factors is not exhaustive. When relying on forward-looking information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. The Company has assumed that the material factors referred to in the previous paragraph will not cause such forward-looking information to differ materially from actual results or events. However, the list of these factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION ON AT ANY PARTICULAR TIME.