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NEWS RELEASE

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Gold Fields Commences 5000 m Drilling Program on Southeast Zone, Woodjam South, British Columbia

Vancouver, BC July 29, 2010 – Fjordland Exploration Inc. (TSX-V: FEX) and Cariboo Rose Resources Ltd. (TSX-V: CRB), 60%-40% partners in the Woodjam Joint Venture (“WJV”), have announced that **Gold Fields Limited’s (NYSE: GFI)** exploration company, Gold Fields Horsefly Exploration Corporation (“Gold Fields”), has provided an update on its work on the Woodjam South Property. The commencement date for the agreement was July 2, 2010. Drilling started on July 6, 2010; part of a 5,000-m planned program.

Located in south-central British Columbia, 45 km east of the city of Williams Lake, the 13,827-hectare Woodjam South Property contains the Southeast Zone copper-gold-molybdenum mineralization discovered by the WJV in 2007. To date the WJV has completed 18 diamond drill holes totaling 7,700 m in the Southeast Zone, all of which are mineralized from the overburden/bedrock interface to the bottom of the holes. One of these holes (WJ08-84) averaged **0.69% Cu, 0.27g/t Au and 0.006% Mo over 359.1 metres (m), including 1.01% Cu and 0.44g/t Au over 200.8 m.** Less than one-quarter of the 2-km by 1-km wide induced polarization anomaly has been tested. In addition, an airborne magnetometer survey completed in 2009 identified several additional targets on the Woodjam South Property; these will be followed-up.

The planned drilling in the immediate area of the previous drilling will test for lateral and depth extensions of the copper-gold-molybdenum mineralization of the Southeast Zone. Elsewhere on the Woodjam South Property, a program of induced polarization and ground magnetic surveying will be completed over prospective target areas, identified as a result of the 2009 airborne magnetometer survey over the Property.

Fjordland President Tom Schroeter said, “After a year hiatus from drilling on the significant Southeast Zone discovery, due to depressed economic and market conditions during 2008-2009, we are very pleased to have a company with Gold Fields’ credentials mount the beginning of a major exploration drilling program to define a resource for the zone, as well as testing the rest of the Property which hosts several airborne magnetic anomalies. We believe that the size of the mineralized body will increase significantly as a result of this year’s drilling.”

Tom Schroeter, P.Eng./P.Geo., who is a qualified person within the context of National Instrument 43-101, has read and takes responsibility for this news release.

About Fjordland Exploration Inc.

Fjordland Exploration Inc. is a mineral exploration company focused on the discovery of gold, copper and molybdenum deposits in British Columbia. Of the 20 properties Fjordland currently owns, the Woodjam North and Woodjam South properties (totaling 56,150 ha) are part of the Woodjam Joint Venture between Fjordland (60%) and Cariboo Rose Resources Ltd (40%); both properties are now under option to Gold Fields Horsefly Exploration Corporation. Fjordland also has a 100% interest in 7 other properties (“Tak Package”) totaling 52,342 ha in the Woodjam area. Fjordland and Serengeti Resources Inc. are 41%/59% partners (QUEST) exploring 10 properties totaling 56,670 ha in the Quesnel terrane north of Woodjam for precious and base metals. Shares of Fjordland Exploration Inc. trade on the TSX Venture Exchange under the symbol “FEX”. For more information visit the Company’s website at www.fjordlandex.com.

About Gold Fields Limited

Gold Fields is one of the world's largest unhedged producers of gold with attributable production of 3.6 million ounces* per annum from nine operating mines in South Africa, Ghana, Australia and Peru. Gold Fields also has an extensive growth pipeline with both greenfield and near mine exploration projects at various stages of development. Gold Fields has total attributable Mineral Reserves of 81 million ounces and Mineral Resources of 271 million ounces. * *Based on the annualized run rate for the first three quarters of F2010.*

Tom Schroeter
President & CEO

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the release.