

Mainland Resources, Inc.
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NEWS RELEASE

Report Issued by Grass Roots / Cohen Independent Research Gives Mainland Resources, Inc. (MNLU) Strong Short-term Buy Rating and Sets \$5.81 Price Target

Houston, Texas / PR Newswire – Jan. 25, 2010 – Mainland Resources, Inc. (OTCBB:MNLU; Frankfurt:5MN) has received a research report prepared by Grass Roots Research and Distribution / Cohen Independent Research that places a one-year Base Cohen Price target of \$5.81 for the Company and recommends Mainland Resources, Inc. as a Strong Short-term Buy and a Buy for the long-term.

The 40-page report details Mainland Resources, Inc.'s development of natural gas leases in Louisiana Haynesville shale, along with its recently announced shale gas joint venture in the potential Haynesville shale in a new region in Mississippi. The report offers in-depth projections and calculations using the Cohen Financial and Valuation Model. For copies of the report see <http://www.grassrootsrd.com>.

Mainland Resources, Inc. paid Cohen Research a fee of \$15,000.00 for the preparation of this research report and a fee of \$25,000.00 for distribution of the report through its proprietary Grass Roots Distribution Network.

About Grass Roots / Cohen Independent Research

Cohen Independent Research Group, Inc. is the Gold Standard of fundamental securities analysis and considered Wall Street's #1 Independent Research Firm. Their proprietary in house analytical research engine, The Cohen Financial and Valuation Model, allows the firm to analyze companies at a comprehensive depth and level unavailable to any other independent fundamental research firm. See cohenresearch.com.

About Mainland Resources, Inc.

Mainland Resources is a publicly traded energy company engaged in the exploration and production of oil and gas resources. The Company seeks to add shareholder value by focusing on the continued development of its producing assets in the Haynesville Shale and the acquisition and development of leases in emerging oil and gas regions with the potential for significant discoveries. For more information visit the Company's website at mainlandresources.com.

Symbol: MNLU – OTCBB, Symbol: 5MN; Frankfurt, WKN No.: A0ND6N

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Mainland Resources, Inc. – cont'd

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EXCEPT FOR THE HISTORICAL INFORMATION PRESENTED HEREIN, MATTERS DISCUSSED IN THIS NEWS RELEASE CONTAIN FORWARD-LOOKING STATEMENTS THAT ARE SUBJECT TO CERTAIN RISKS AND UNCERTAINTIES THAT COULD CAUSE ACTUAL RESULTS TO DIFFER MATERIALLY FROM ANY FUTURE RESULTS, PERFORMANCE OR ACHIEVEMENTS EXPRESSED OR IMPLIED BY SUCH STATEMENTS. STATEMENTS THAT ARE NOT HISTORICAL FACTS, INCLUDING STATEMENTS THAT ARE PRECEDED BY, FOLLOWED BY, OR THAT INCLUDE SUCH WORDS AS "ESTIMATE," "ANTICIPATE," "BELIEVE," "PLAN" OR "EXPECT" OR SIMILAR STATEMENTS ARE FORWARD-LOOKING STATEMENTS. RISKS AND UNCERTAINTIES FOR THE COMPANY INCLUDE, BUT ARE NOT LIMITED TO, THE RISKS ASSOCIATED WITH PROPERTY DEVELOPMENT AND FUNDING AS WELL AS THE RISKS SHOWN IN THE COMPANY'S MOST RECENT ANNUAL REPORT ON FORM 10-KSB AND ON FORM 10-QSB AND FROM TIME-TO-TIME IN OTHER PUBLICLY AVAILABLE INFORMATION REGARDING THE COMPANY. OTHER RISKS INCLUDE RISKS ASSOCIATED WITH THE REGULATORY APPROVAL PROCESS, COMPETITIVE COMPANIES, FUTURE CAPITAL REQUIREMENTS AND THE COMPANY'S ABILITY AND LEVEL OF SUPPORT FOR ITS EXPLORATION AND DEVELOPMENT ACTIVITIES. THERE CAN BE NO ASSURANCE THAT THE COMPANY'S DEVELOPMENT EFFORTS WILL SUCCEED AND THE COMPANY WILL ULTIMATELY ACHIEVE COMMERCIAL SUCCESS. THESE FORWARD-LOOKING STATEMENTS ARE MADE AS OF THE DATE OF THIS NEWS RELEASE, AND THE COMPANY ASSUMES NO OBLIGATION TO UPDATE THE FORWARD-LOOKING STATEMENTS, OR TO UPDATE THE REASONS WHY ACTUAL RESULTS COULD DIFFER FROM THOSE PROJECTED IN THE FORWARD-LOOKING STATEMENTS. ALTHOUGH THE COMPANY BELIEVES THAT THE BELIEFS, PLANS, EXPECTATIONS AND INTENTIONS CONTAINED IN THIS NEWS RELEASE ARE REASONABLE, THERE CAN BE NO ASSURANCE THOSE BELIEFS, PLANS, EXPECTATIONS OR INTENTIONS WILL PROVE TO BE ACCURATE. INVESTORS SHOULD CONSIDER ALL OF THE INFORMATION SET FORTH HEREIN AND SHOULD ALSO REFER TO THE RISK FACTORS DISCLOSED IN THE COMPANY'S PERIODIC REPORTS FILED FROM TIME-TO-TIME WITH THE UNITED STATES SECURITIES AND EXCHANGE COMMISSION.

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