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NEWS RELEASE

STEPHEN KENNEDY SMITH JR. TO ACT AS CHAIRMAN TO ADVISORY COMMITTEE OF MAINLAND RESOURCES, INC.

Houston, Texas / PR Newswire – March 18, 2010 – Mainland Resources, Inc. (OTCBB-MNLU, Frankfurt 5MN), a Nevada Corporation (“**Mainland**”) has engaged Stephen Kennedy Smith Jr. as chairman of the Company’s Advisory Committee. The Committee has been formed to provide advice to Company management in strategic financial development, qualifying new potential acquisitions and fostering opportunities for broad business expansion. Stephen Kennedy Smith Jr. has a long and active career in the development, funding and expansion of companies in the energy sector.

Mr. Smith serves on the Kennedy family financial advisory board and is active in the Kennedy family financial investment and real estate development business. He served as Deputy Campaign Manager for Senator Edward Kennedy during his Presidential and Senatorial campaigns and as a senior staff member of the US Senate, was responsible for foreign policy and judiciary issues.

Mr. Smith founded Kennedy Smith Sammaweera, a real estate investment and development business specializing in smart growth and sustainable development related real estate. He has also served on the board of the John F. Kennedy Library, the Robert F. Kennedy Memorial, and the Congress on New Urbanism and the Northeastern University School of Public Policy. During his career, Mr. Smith has been involved in several high-level peace negotiations and has served as a consultant to the Irish peace process and the organization of African Unity. He is a three-time winner of Harvard’s Danforth Award for Excellence in Teaching and a recipient of the Lyndehurst Foundation prize for social and artistic achievement.

Mr. Smith holds an M.A. from Harvard University, a J.D. from Columbia University, and an M.A. Ed. from the Harvard’s School of Education.

Commenting on his engagement by the Company, Mr. Smith states, “I am confident I can make a meaningful contribution to Mainland Resources as it looks to advance in the domestic shale gas sector and its plans for exploration and other future development. I look forward to working with their management.”

Stephen Kennedy Smith Jr. joins Mainland Resources’ Advisory Committee effective immediately.

About Mainland Resources, Inc.

Mainland Resources is a junior company engaged in the exploration and development of oil and gas resources. The Company’s current initiatives are focused on the acquisition and development of leases in emerging gas regions with the potential for discoveries including the Haynesville shale.

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