



RUBY CREEK
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RUBY CREEK ADDS CHIEF GEOLOGIST TO THE TEAM

NEW YORK, NY, September 22, 2011 -- Ruby Creek Resources, Inc. (OTCBB: RBYC), a gold exploration and mining company with operations in Tanzania, is pleased to announce Mr. Jan Serfontein has joined Ruby Creek as Chief Geologist.

For over two decades Mr. Serfontein has explored for a wide range of precious and base metals in many African countries. He holds a Bachelor of Science degree in Geology and Honors Bachelor of Science degree in Exploration Geology from the University of Pretoria. Following work at the Geological Survey of South Africa, Rocklabs, South African Development Trust Corporation, Jan co-founded VSA Earth Science Consultants, which rendered a specialized service in selected Earth Science disciplines. In 1997 he initiated the incorporation of VSA GeoConsultants, Caser Construction, VSA Uganda and VSA Tanzania into Set Point Technology Holdings, a Johannesburg Stock Exchange listed company, where Jan assumed the role of Divisional Director. Following a successful management buy-out of the entire VSA Division in July 2000, the VSA GeoConsultants Group was established, of which he was the Chief Executive Officer until 2008, when the Company merged with a Canadian major (Golder). During this time his appointments included Country Manager (Geology and Mining) Uganda, Tanzania, Sierra Leone and Angola for Canadian and British companies, Diamond Works and Branch Energy (in both hard rock and alluvial settings).

Jan co-founded the platinum exploration company Blue Sky Exploration, which successfully reverse listed on the London Alternative Exchange as Cluff Platinum. His work at Blue Sky resulted in the discovery of the Blue Ridge platinum mine (<http://www.aquariusplatinum.com>). He co-founded UIS Analytical Services, arguably one of the largest privately owned analytical laboratories in Africa.

Beginning in early October, Jan is leading the exploration of the entire Gold Plateau area. Additionally a production exploration program will be started on the areas of Ruby Creek's planned mining licenses. The initial goal of the program is to explore and prove up a reportable 200,000 inferred ounces of gold. Additionally the geological team will map the area's high grade zones, often found in placer deposits, to guide production of those zones. Followed by a full-scale Project program delineating potential reserves while looking for possible source rock for hard rock drill targets. Jan is working with the technical team in designing and equipping the onsite laboratory located at the Gold Plateau Camp, for quickly processing ore samples for internal evaluation. He will also be identifying other experienced technical talent to join the geology team.

Robert Slavik, President and CEO of Ruby Creek, said, "We have extensively searched the mining space for geologists with strong capabilities and experiences to lead both placer and hard rock exploration. Jan has great experience in a wide range of deposit types. He was recently onsite at the Gold Plateau and was quite impressed with our Project both in its large expanse of gold showings on the property with the possibility of identifying and discovering multiple source hard rock targets. Looking at Jan's experience and accomplishments, I am very pleased to announce that he has joined our team as our full time Chief Geologist. We are all looking forward to his leadership in the exploration and development of our Gold Plateau Project."



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About Ruby Creek Resources, Inc.

Ruby Creek Resources, Inc. (www.rubycreekresources.com) is a gold exploration and mining company. Ruby Creek operates in Tanzania through its subsidiaries, Ruby Creek Gold (Tanzania) Limited and Ruby Creek Resources (Tanzania) Limited. Ruby Creek is the operator of the Tanzania Gold Plateau Project, establishing operations and infrastructure, along with the permitting process in support of the full development and commencement of gold mining operations on the Project.

Forward-Looking Statements

This news release may include certain forward-looking statements. All statements, other than statements of historical fact, included in this release are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. This notice expressly qualifies all forward-looking statements in this release. The Company, through its management, makes forward-looking public statements concerning its expected future operations, performance and other developments. Such forward-looking statements are necessary estimates reflecting the Company's best judgment based upon current information and involve a number of risks and uncertainties, and there can be no assurance that other factors will not affect the accuracy of such forward-looking statements. It is impossible to identify all such factors, factors that could cause actual results to differ materially from those estimated by the Company. They include, but are not limited to, government regulation, managing and maintaining growth, the effect of adverse publicity, litigation, competition and other factors, which may be identified, from time to time in the Company's public announcements.

On behalf of Ruby Creek Resources, Inc.

Robert Slavik
President and CEO

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