



PRINCETON RESEARCH INCORPORATED

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DEMAND FOR PRECIOUS METALS SOARING IN THE NATIONS OF INDIA & CHINA

U.S. Precious Metals, Inc. (USPR.OB) is a company that explores, develops precious mineral resource properties in the United States and Southern Mexico. The company is based out of *Lake Mary, FL* and has exclusive rights to 37,000 acres for mining in *Michoacán, Mexico*. Mexico is one of the global leaders in mineral production; the country is also the #2 producer of silver.

USPR discovered the *La Sabila* property in 1995, where 21 holes were drilled and an estimated \$319 million of precious minerals were proven to be recovered. The present day value of the 325,405 tons of proven reserves, is over \$93 million. Analysis of mineral deposits at *Morelia's Lab* revealed *gold (native & fools), silver (acanthite), copper (chalcocite, chalcophyte), pyrite, quartz, dolomite, diorite and andesite*.

The company's growth potential has substantially improved. Since 2008, extensive capital funding paved the way for a new drilling campaign. The *La Sabalia* property became the hot spot for mineral drilling, which has 10 holes drilled on the 3 zones; The *Main, North and Cuendo*. *USPR* has recently increased expansion with the new *Morelia Lab* facility and the \$200 million in capital from *Castlepines Corp. Investment & Consulting* firm. In addition, their alliance with investment bankers, *Nexam Capital LLC.* and *HFP Capital Markets LLC.* will help accelerate achieving gains in financial and production goals.

U.S. PRECIOUS METALS, INC

WHY INVEST IN PRECIOUS METALS

The demand for precious minerals is rising rapidly, especially for the larger economies of India and China. There is a need for new mineral discoveries that can replace depleting deposits. Every person in the United States needs about 25,000 lbs of minerals a year to live; This equates to an annual need of 75 million oz. of gold, 675 oz. of silver and 15 million tons of copper.

Copper is the most recycled metal and it is valuable in building construction, technology and nutrition. It is energy efficient, superior in heat/electrical conductivity and is an anti-microbial. According to an internationally recognized mining company that evaluated the property, they are expected to produce 720,000 tons of copper in 2010.

Gold demand has increased in 2010, especially in the Jewelry market. It is known for its remarkable beauty, corrosion-resistance, malleability and conductivity of heat and electricity.

Silver is the most plentiful and least expensive superior metal. Primarily used for industrial applications, it is best known a superconductor of heat and electricity. It is used to build spacecraft, aircraft, batteries and industrial machinery. It is widely used in hospitals as an anti-bacterial, disinfectant and as a wound healer.

Investors Summary

Stock Symbol: *USPR.OB*

Sector: Basic Materials

Industry: Metals & Minerals
S&P 500: +32%

Market Capitalization:
\$10.24 Million

Avg. Volume: 44,695

52-Week Range: \$0.12-\$0.40

Shares Outstanding: 51.19
Million

Precious Metals: Gold (Au),
Copper (Cu) & Silver (Ag)

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FUTURE PROJECTIONS

Since the demand of precious metals continues to rise, USPR is dedicated to survey, drill and sample on proven and probable reserves. There are 12 producing holes on only 5 acres of their mining property. The initial discovery revealed \$65 million of gold reserves. The company's projected revenues for 2010 are \$1.4 million based on 50 tons/day. By the year 2012, revenues are anticipated to skyrocket over 1000% to \$72 million based on 1250 tons of precious metals acquired from reserves.

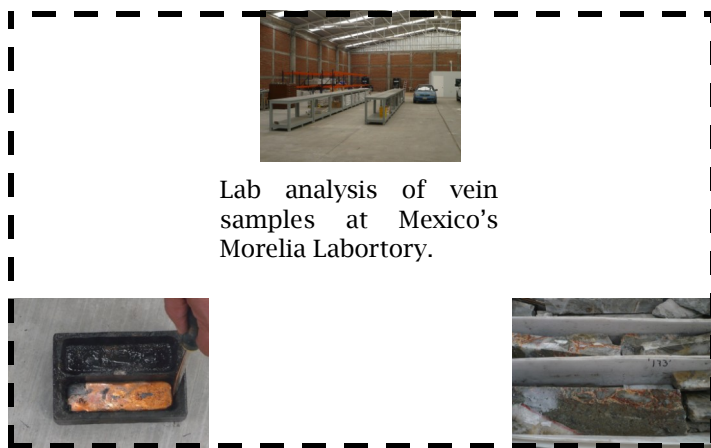


USPR has 8 Mining concessions in La Sabila and La Ceiba, Michoacan, Mexico

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Mike King is the President and Chief economist of Princeton Research, Inc. of Nevada. He has over 45 years of cumulative experience beginning as a broker/trader to consulting corporations on financial matters. Mike later evolved into investment banking and corporate finance for private and public companies. His propensity over the years has been specializing in economic analysis of public companies, equities, derivatives, and physicals or cash market trends throughout the world. Mike's experience, reputation and expertise is behind all of us here at Princeton Research. It is our policy and our promise to you to do our best to provide services of excellence and dedication so that your business will succeed and prosper.



Lab analysis of vein samples at Mexico's Morelia Laboratory.



Gold (Au)

Industry: \$185 Billion
S&P 500: +40%
Price: \$1117.60/oz.

Market Share:

- 84% Jewelry/Art
- 10% Dental applications
- 6% Electrical/electronics



Silver (Ag)

Industry: \$10 Billion
S&P 500: +30%
Price: \$16.45/oz.

Market Share:

- 40% Industrial Applications
 - 20% Photography
 - 20% Jewelry/Cutlery/Coins
- Sterling Silver
(92.5% Silver/7.5% Copper)



Copper (Cu)

Industry: \$75 Billion
S&P 500:
Price: \$3.3/lb.

Market Share:

- 51% Building Construction
- 19% Transportation Equipment
- 10% Consumer Products
- 11% Coins
- 9% Industrial Equipment

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