



NEWS RELEASE

January 23, 2008

Geoinformatics Makes New Molybdenum Discovery in British Columbia

Toronto, Ontario - Geoinformatics Exploration Inc. (TSX-V: GXL) (“Geoinformatics” or the “Company”) is pleased to announce that it has received assay results confirming a new and potentially significant molybdenum discovery at its Falcon Prospect (“Falcon”) which is part of the Redton Project (“Redton”) in the northern Quesnel Trough in British Columbia.

Highlights

- The first two holes at Falcon encountered widespread intersections of molybdenite (MoS_2):
 - The first hole returned: **346 metres grading 0.059% MoS_2** with high-grade intervals of 20 metres and 56 metres of 0.103% MoS_2 .
 - The second hole returned: **144 metres grading 0.093% MoS_2** and **137 metres grading 0.066% MoS_2** , with a high-grade interval of 78 metres of 0.135% MoS_2 , with both drill holes ending in mineralization.
- The holes were drilled approximately 400 metres apart within a highly-altered and porphyry-related mineralized system coincident with a large Induced Polarization (IP) anomaly covering an area of more than 1 km. by 1 km (see Figure 2).

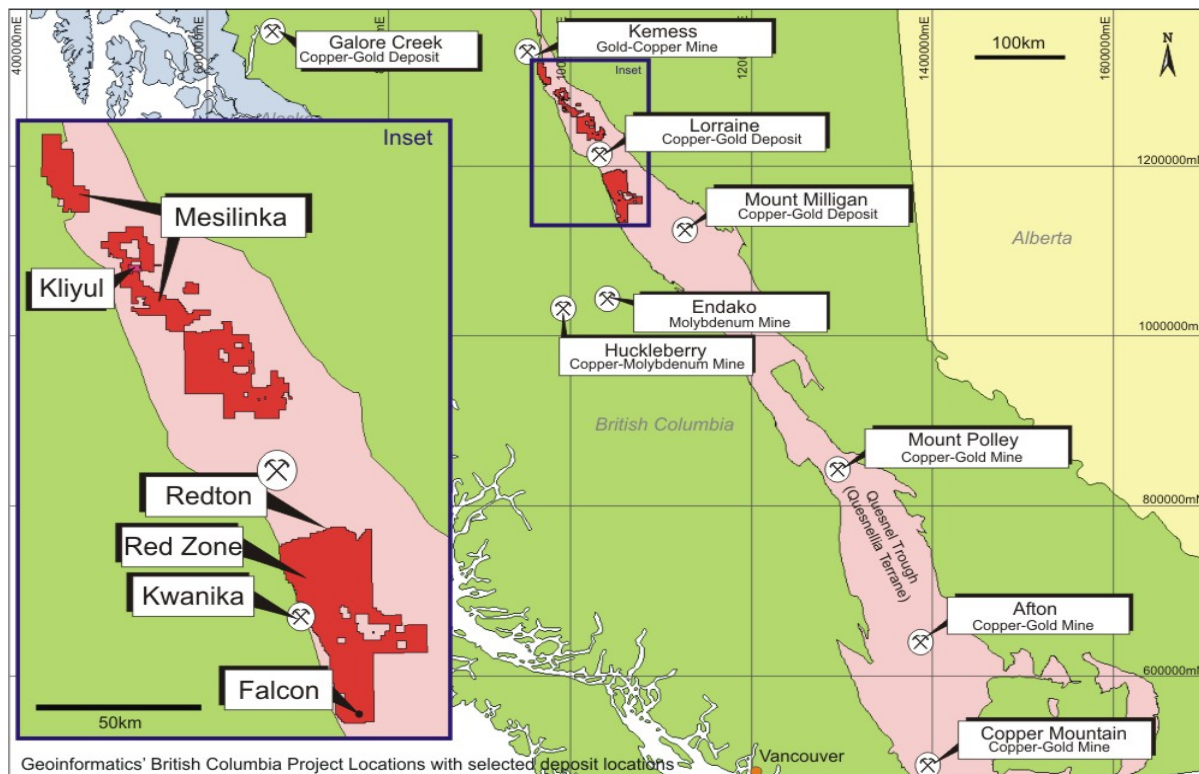


Figure 1. Location of the Redton Project and the Falcon Prospect.

The Redton Project

Redton is located in the northern Quesnel Trough approximately 70 km. west of the Mt. Milligan copper-gold project and immediately adjacent to Serengeti Resources' recent Kwanika copper-gold discovery. Falcon lies at the southern end of the Redton Project. Redton also hosts the *Red Zone*, a copper-porphyry deposit 50 km. north of Falcon, discovered by Geoinformatics in 2006. Previously-reported drilling on the *Red Zone* returned **167 metres grading 0.31% copper, 0.08 g/t gold and 2.48 g/t silver** in a porphyry setting.

Geoinformatics is currently earning an 85% interest in the Redton Project from Redton Resources Inc. by spending C\$4.75 million of which approximately C\$4.4 million has been spent to-date. The Redton Project falls under the Master Strategic Alliance Agreement (the "Alliance Agreement") between Geoinformatics and Kennecott Exploration Company ("Kennecott") with Kennecott holding certain royalty and/or back-in rights on all Alliance projects as described below in *About Geoinformatics*.

The Falcon Prospect

Falcon lies north of Tchentlo Lake in low rolling hills and is within 2.5 km. of forestry cut-blocks and logging roads. Falcon is located at a low elevation in relatively flat topography which could easily be accessed from the nearby forestry operations.

Geoinformatics' Terrain-scale Targeting Team initially identified the Falcon area as an attractive exploration target in early 2006. Field investigation determined that most of the area was covered by glacial and alluvial gravels, but a small exposure of altered intrusive rocks containing strong fracture controlled pyrite mineralization was found. An IP survey was conducted in mid-2007 which highlighted a large chargeability anomaly covering an area in excess of 1 km. by 1 km. indicating a widespread concentration of sulphide minerals (see Figure 2). Soil geochemistry along IP grid lines revealed elevated molybdenum and copper levels over exposed areas.

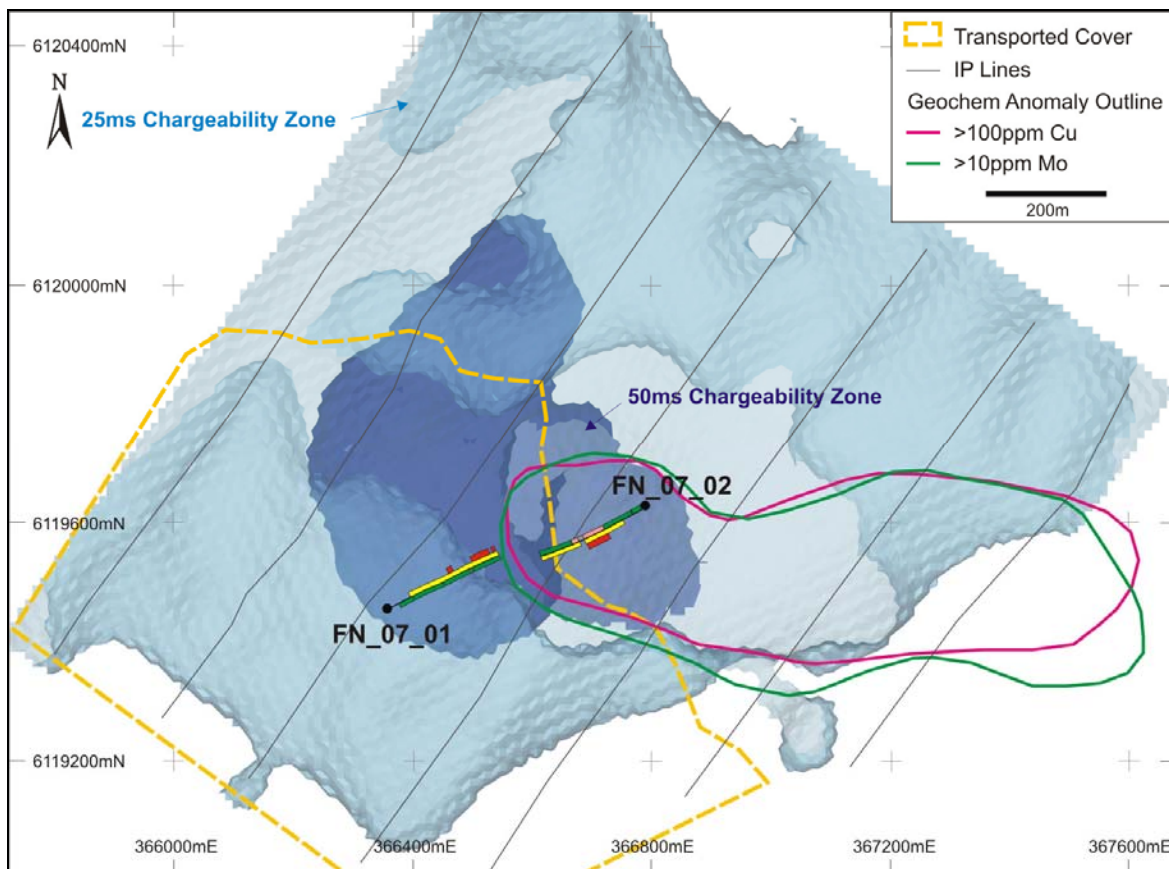


Figure 2. Plan View of Falcon 3D IP Anomaly, Geochemistry Anomaly and Drill Holes

In September 2007, Geoinformatics drilled the two initial reconnaissance holes into Falcon, as reported above, with both intersecting widespread molybdenite (MoS₂) and minor copper mineralization hosted in a quartz monzonite porphyry and monzodiorite country rock as shown in Figure 3. The mineralization has a horizontal extent along a section of approximately 380 metres and a vertical depth of at least 300 metres. Both holes ended in significant mineralization. A list of the major intercepts is presented in Table 1 and the drill hole details in Table 2.

Table 1. Full intercepts for the initial two holes drilled at Falcon

Hole ID	From (metres)	To (metres)	Width (metres)	Molybdenum (%)	MoS ₂ (%)	Copper (%)
FN_07_01	86.0	431.9(**)	345.9	0.035	0.059	0.07
<i>including (*)</i>	<i>240.0</i>	<i>260.0</i>	<i>20.0</i>	<i>0.062</i>	<i>0.103</i>	<i>0.07</i>
	<i>348.0</i>	<i>404.0</i>	<i>56.0</i>	<i>0.062</i>	<i>0.103</i>	<i>0.07</i>
	<i>416.0</i>	<i>428.0</i>	<i>12.0</i>	<i>0.068</i>	<i>0.114</i>	<i>0.08</i>
FN_07_02	88.0	232.0	144.0	0.056	0.093	0.05
<i>including (*)</i>	<i>152.0</i>	<i>230.0</i>	<i>78.0</i>	<i>0.081</i>	<i>0.135</i>	<i>0.03</i>
	<i>249.0</i>	<i>386.2(**)</i>	<i>137.2</i>	<i>0.040</i>	<i>0.066</i>	<i>0.07</i>

Major intervals calculated using a 0.01% molybdenum cut-off with minimum width of 4 metres and maximum internal dilution of 8 metres.

(*) Higher-grade intervals calculated using a 0.04% molybdenum cut-off, with minimum width of 4 metres and maximum internal dilution of 8 metres.

(**) Bottom of the hole.

All analytical work carried out on 2-metre samples of half-sawn NQ2 diamond core at ACME Laboratory, Vancouver, B.C., using 4-acid digest and ICPOES & ICPMS. Field standards and blanks each inserted at a ratio of 1:16.

The drilling was reconnaissance holes and, hence, the orientation of the mineralization is not yet known and true-width cannot be established.

Table 2. Drill Hole Details

Hole	X	Y	Azimuth	Inclination	Depth (metres)
FN_07_01	366358	6119455	60	-60	431.9
FN_07_02	366790	6119626	240	-60	386.2

All coordinates in UTM projection, NAD83 Zone 10.

“Falcon is an exciting discovery with good potential as these first two drill holes only tested a small portion of a large IP anomaly and the coincident molybdenum and copper soil anomaly,” commented Darren Holden, Executive Vice President of Geoinformatics. “The discovery of widespread molybdenite mineralization in these holes, in addition to the Red Zone porphyry discovery in 2006, is further evidence of the growing ability of Geoinformatics’ proprietary targeting processes and Terrain-scale Targeting Team to pinpoint these targets under cover with great accuracy.”

The southern part of the Redton project was identified as an area of interest by Geoinformatics from an analysis of a wide range of basic geological and geophysical data. Detailed field analysis using mapping, geochemistry and ground geophysics highlighted Falcon as the best of a number of targets in the area. In light of the discovery at Falcon, several other targets in the immediate area now warrant further investigation.

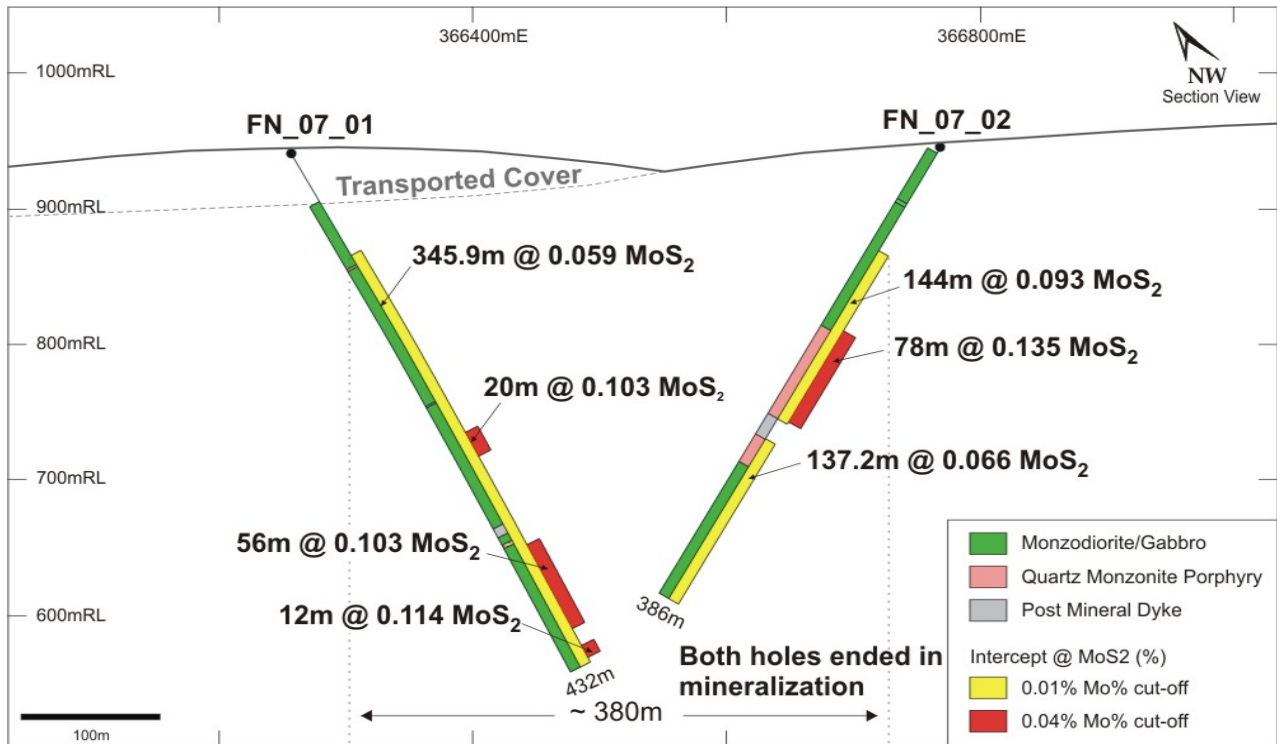


Figure 3. Mineralized intercepts at Falcon on cross-section bearing 060°.

Other 2007 Drilling in British Columbia

In addition to the Falcon Prospect, Geoinformatics drilled four other targets during the 2007 season, being Abe, Aten and Pal Prospects, all of which are subject of an option agreement with Commander Resources Inc. and the Hamel Prospect held under option from a private company. All prospects returned anomalous but sub-economic precious and base metal mineralization. The Abe and Hamel Prospects were sufficiently encouraging to justify further evaluation and potentially additional drill testing in 2008.

Qualified Persons

The technical content of this release has been compiled by Darren Holden, MAusIMM, Executive Vice President, Operations of Geoinformatics and Tony Worth, MAusIMM, Senior Project Geologist. Mr. Holden and Mr. Worth are Qualified Persons as defined by National Instrument 43-101.

About Geoinformatics

Geoinformatics is a global exploration company which has developed a unique approach to minerals exploration applying innovative and proprietary technology.

Geoinformatics recently announced an independent 43-101-compliant mineral resource estimate comprising an indicated resource of 840,000 ounces of gold and an inferred resource of 2.7 million ounces on the initial discovery zone at the Whistler Project in southern Alaska. Significant copper and silver mineralization increases the indicated gold-equivalent mineral resource to 1.3 million ounces and the inferred mineral resource to 4.4 million ounces.

Geoinformatics is also actively exploring several advanced projects located in Utah, the Cortez Trend region of Nevada, the State of Sinaloa, Mexico and British Columbia. Geoinformatics also has an extensive portfolio of other direct and indirect property interests, joint ventures, and royalties covering a wide range of minerals in Mexico, Australia and New Zealand and North America.

The Company entered into the Alliance Agreement with Kennecott effective March 2006 under which it has been successfully using its proprietary geo-science and technology platform (the “*Geoinformatics Process*”) to identify, prioritize and drill more than 30 exploration drill targets over the initial two years of the agreement.

The *Geoinformatics Process* integrates large-scale data aggregation, data mining and three-dimensional modeling, and has been designed to assist in understanding and quantifying risk at a much earlier stage of the exploration cycle than has traditionally been available. The Company’s objective is to advance its properties to the stage of commercial development by applying faster, less expensive and more reliable analytical methods to resource exploration.

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This news release includes certain forward-looking statements concerning the future performance of Geoinformatics’ business, operations and financial performance and condition, as well as management’s objectives, strategies, beliefs and intentions. Forward-looking statements are frequently identified by such words as “may”, “will”, “plan”, “expect”, “anticipate”, “estimate”, “intend” and similar words referring to future events and results. Forward-looking statements are based on the current opinions and expectations of management. All forward-looking information is inherently uncertain and subject to a variety of assumptions, risks and uncertainties, including the speculative nature of mineral exploration and development, fluctuating commodity prices, competitive risks and the availability of financing, as described in more detail in our recent securities filings available at www.sedar.com. Actual events or results may differ materially from those projected in the forward looking-statements and Geoinformatics cautions against placing undue reliance thereon. Neither Geoinformatics nor its management assumes any obligation to revise or update these forward-looking statements.

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