



Essar Steel Algoma Inc.
105 West Street
Sault Ste. Marie, Ontario
Canada P6A 7B4

T +1 - 705 - 945 2351
F +1 - 705 - 945 2203
www.essarsteelalgoma.com

NEWS RELEASE

Friday, February 5, 2010

Essar Steel Algoma Inc. Kicks Off First Annual Food Drive

SAULT STE. MARIE, ONTARIO: Essar Steel Algoma employees want to support those in our city who are in need of nourishment and support.

We kicked off a food drive on January 25th and encouraged friendly competition throughout our mills and administration buildings. Large bins were constructed by department volunteers to collect non perishable items. "One *CAN* Make a Difference" is the slogan of our initiative. We all understand that every little bit can help to make a difference.

Although *all* employees banded together, it was our department 'Champions' who really took the task to another level. The 'Champions' stepped up to ensure that the mission to raise awareness and help was accomplished within their respective departments. Watching over the food drive, the 'Champions' witnessed firsthand the encouraging results of a company working together for the greater good.

At Essar Steel Algoma, we take great care to be an active part of our community.

We are proud of our employees' efforts, and are excited to be making this special delivery to the Soup Kitchen and Vincent Place.

-30-

A member of the Essar Group, Essar Steel Algoma Inc. is based in Sault Ste. Marie, Ontario. As a fully integrated steel producer, the Company derives its revenues primarily from the manufacture and sale of hot and cold rolled steel products including sheet and plate.

Join us on delivery day! Department Champions will deliver their collections of non perishable food items to the Soup Kitchen and St. Vincent Place throughout the day on Friday, February 5th.

Delivery time is at 10:00 this morning. Contact Natalie Plastino at 945-2717 or 946-9579 if you have any questions.