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## **NEWS RELEASE**

### **Portman Limited Adopts the Cliffs Natural Resources Inc. Brand**

CLEVELAND – March 16, 2009 – Portman Limited, Cliffs Natural Resources' (NYSE: CLF) wholly-owned Western Australian supplier of iron ore to the Chinese and Japanese markets, today announced that it will adopt the Cliffs brand and visual identity.

“We are pleased to complete this integration of our Asia Pacific business unit into the Cliffs group of companies,” said Joseph Carrabba, Cliffs’ president, chairman and chief executive officer. “Our operations there are an integral part of our business, and we look forward to continued success in the global marketplace.”

“We have adopted a new name with a 162-year-old heritage,” said Richard Mehan, president and chief executive officer for Cliffs Natural Resources Pty Ltd. “Cliffs’ position as an industry-leading supplier with a reputation for operational excellence, technological innovation and environmental stewardship provides us with a logical platform for future growth.”

The Company is launching the brand with employee events and advertisements in national and international financial publications, as well as local and trade media. In December 2008, Portman was delisted from the Australian Stock Exchange following Cliffs’ acquisition of the Company’s remaining common shares.

To be added to Cliffs Natural Resources’ e-mail distribution list, please click on the link below:  
<http://www.cpg-llc.com/clearsite/clf/emailoptin.html>

#### **About Cliffs Natural Resources Inc.**

Cliffs Natural Resources Inc. (NYSE: CLF) is an international mining and natural resources company. We are the largest producer of iron ore pellets in North America, a major supplier of direct-shipping lump and fines iron ore out of Australia and a significant producer of metallurgical coal. With core values of environmental and capital stewardship, our colleagues across the globe endeavor to provide all stakeholders operating and financial transparency as embodied by the

Global Reporting Initiative (GRI) framework. Our company is organized into the following geographic business units:

The North American business unit is comprised of six iron ore mines owned or managed in Michigan, Minnesota and Eastern Canada, and two coking coal mining complexes in West Virginia and Alabama. The Asia Pacific business unit is comprised of two iron ore mining complexes in Western Australia and a 45% economic interest in a coking and thermal coal mine in Queensland, Australia. The Latin American business unit includes a 30% interest in the Amapá Project, an iron ore project in the state of Amapá in Brazil, as well as a number of smaller greenfield projects not yet in production.

Cliffs has been actively executing a strategy designed to achieve scale in the mining industry and focused on serving the world's largest and fastest growing steel markets.

News releases and other information on the Company are available on the Internet at:

<http://www.cliffsnaturalresources.com> or  
[www.cliffsnaturalresources.com/Investors/Pages/default.aspx?b=1041&1=1](http://www.cliffsnaturalresources.com/Investors/Pages/default.aspx?b=1041&1=1)

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