



*For Immediate Release*

*Shares outstanding: 32,534,695*

## **AUGEN GOLD ESTABLISHES AN ADVISORY BOARD AND APPOINTS NEW CHAIRMAN**

(Toronto, Ontario – September 3, 2009) Augen Gold Corp. (“Augen Gold” or the “Company”) (TSX-V: GLD) is pleased to announce the following initiatives towards governance improvements and strengthening the organization.

### **James Sbrolla – Appointed Chairman of the Board**

Mr. Sbrolla is a veteran of both the financial and environmental industries. He is Chairman of Environmental Business Consultants, the manager of a small private equity fund and serves on the boards of WE Communications, Actual Media and Green Students Fundraising. Mr. Sbrolla is also a widely-published journalist in business media, Mr. Sbrolla has written on a variety of topics including a multi-national study on finance, the environment and sustainable development.

Mr. Sbrolla is a 1990 graduate from University of Western Ontario with a BA in Administrative and Commercial Studies; He also has a Graduate Diploma in Management Studies from Wilfrid Laurier University and is an Entrepreneur in Residence with MaRS and the Ontario Center for Environmental Technology Advancement since 2008

Since March of this year he has been Lead Director of Augen Gold. The appointment of Mr. Sbrolla as Chairman provides a knowledgeable business consultant for the role and separates the function from the present CEO position. J. David Mason steps down as Chairman and remains a Director and Chief Executive Officer.

### **Dr. Jozef Straus – Appointed Chair of Advisory Board**

Dr. Straus has volunteered to set up a separate Advisory Board to help guide Augen Gold through the formative years in developing a substantial resource and funding mentoring. Dr. Straus brings a lifetime of extraordinary achievement in technology innovation, business success, in the telecom industry. After having retired as Chief Executive Officer and Co-Chairman in August 2003, Dr. Straus held the role of Founder Emeritus of JDS Uniphase Corporation, a worldwide leader in optical technology and fiber optic communications until December 31, 2005. Dr. Straus was appointed CEO of JDS Uniphase in May 2000, subsequent to having served as President and Chief Operating Office of the company. Dr. Straus co-founded JDS Fitel in 1981 and was instrumental in its merger with Uniphase Corporation in 1999 to create JDS Uniphase Corporation. Prior to JDS FITEL, Dr. Straus held various research and management positions with Bell Northern Research and Nortel.



Dr. Straus holds Honorary Doctorates from the University of Alberta, University of Ottawa, and from Touro College in New York. He currently serves on the Board of various private high tech companies and was active in the Ottawa Hospital's Legacy Campaign, serving as its Co-Chairman. Dr. Straus is a past Board Member of Group Telecom, Photonics Research Ontario, and the Alberta Information and Communication Technology Advisory Board and the University of Ottawa's Science Advisory Council.

Dr. Straus has numerous patents, publications, and other honors to his credit, notably the 2004 NRC / CATA Alliance Innovation & Leadership Lifetime Achievement Award as well as the 2001 Engineering Management Award from the University of Southern California. Dr. Straus is a senior member of the Institute of Electrical and Electronic Engineers.

### ***About Augen Gold***

Augen Gold is a gold exploration company with 24,335 hectares of staked and patented mining claims in the southern Swayze Greenstone Belt, including the formerly producing Jerome Gold Mine. The claims cover a 45 kilometer long section of the Ridout Deformation Zone, believed to be the western extension of the Kirkland Lake/Larder Lake Break. The geological setting is comparable to the major gold camps of Timmins and Kirkland Lake, and the claims contain numerous gold showings that have received very little historical exploration. Augen Gold is the first company to have assembled such a coherent ground position. Augen Gold has performed a detailed airborne geophysical survey over the whole area, and its sampling program has confirmed the historically reported gold values. The correlation of many gold showings with geophysical features indicates excellent potential for the discovery of additional deposits. The Company's objectives are to aggressively explore the gold showings that correlate with geophysical anomalies, continue resource definition at the Jerome Mine, and to expand its property portfolio with highly prospective mineral assets.

For further information, contact:

J. David Mason, M.Eng.

Chief Executive Officer, Director and Founder

Augen Gold Corp.

416-479-3300 Direct Line

[www.augengold.ca](http://www.augengold.ca)

130 King Street W., The Exchange Tower, Suite 720, P.O. Box 137, Toronto, Ontario, M5X 1A6  
1-888-442-2836(44" AUGEN") ex 3300 | main 416-777-2007 ex 3300 | fax 416-777-2008

***Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.***