

EMGOLD MINING CORPORATION.

**1400 – 570 Granville Street
Vancouver, B.C. Canada V6C 3P1
www.emgold.com**

July 15, 2004

Ticker Symbol: **EMR**-TSX Venture Exchange

EMGOLD RETAINS INVESTOR RELATIONS SERVICES

Emgold Mining Corporation (EMR: TSX Venture Exchange (the “Company”) is pleased to announce that it has retained the Los Angeles area firm of Michael Baybak and Company, Inc. (“MBC”) to conduct institutionally-oriented investor relations programs on behalf of the Company. Headed by Mr. Michael Baybak, MBC is a long-term public relations specialist in the natural resource sector, with a focus on introducing Canadian resource companies of merit to broader institutional and other investor audiences.

The Company will pay MBC a monthly fee of US\$5,000 for the one-year term of the agreement. The agreement may be terminated after the first four months and/or may be renewed after the initial term. Pursuant to the Agreement, Emgold will also grant 200,000 incentive stock options to a principal of MBC, exercisable at a price of \$0.90 each for a period of ten years, subject to regulatory approvals.

The Company also announces that it has retained investor relations services through its current management service provider, LMC Management Services Ltd. (“LMC”) a private company held jointly by the Company and other public companies, to provide services on a full cost recovery basis to the various public entities currently sharing office space with the Company. .

LMC will provide the services of Mr. Mark Feeney, an experienced investor relations and public relations professional, on a month-to-month basis, not to exceed \$5,500 per month commencing in July 2004. The Company may terminate Mr. Feeney’s services at any time with 30-days written notice to LMC. The Company will pay LMC for Mr. Feeney’s services from its current working capital.

Mr. Feeney received his undergraduate’s degree from the University of British Columbia in 1986 and his MBA from the London School of Business in 1991. He has over fifteen years of international experience with investment firms working in the areas of institutional sales, trading and corporate finance. He has also worked as a consultant to a number of public companies in the mining and real estate sectors; where he was responsible for the development and implementation of investor relations programs.

Mr. Feeney will provide consistent and timely contact with the Company’s shareholders, other investors and industry professionals on behalf of the Company. In addition, he will consult with and advise the Company on various investor relations and corporate development matters including the distribution of news and information on the Company.

Notice of termination of the Investor Relations and Marketing Agreement between the Company and Coal Harbor Communications was delivered to Coal Harbor Communications on June 30, 2003, with such termination to be effective July 30, 2004.

William J. Witte, P. Eng.
President and Chief Executive Officer

For further information please contact:
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No regulatory authority has approved or disapproved the information contained in this news release.