November 9, 2010

Cliffs Natural Resources Inc. Recipient of Innovation and Excellence Award for Asset Management

CLEVELAND, Nov. 9, 2010 /PRNewswire/ -- Cliffs Natural Resources Inc. (NYSE: CLF) (Paris: CLF) announced today that it is the recipient of the Mincom 2010 Innovation and Excellence in Asset Management (IEAM) Vision Award. Mincom, the leading global provider of software and services to asset-intensive industries, sponsors the peer recognition awards program for worldwide leaders with best-in-class business practices and solutions deployments for enterprise asset work management.

(Logo: https://photos.prnewswire.com/prnh/20101104/CLIFFSLOGO)

(Logo: http://www.newscom.com/cgi-bin/prnh/20101104/CLIFFSLOGO)

Cliffs achieved top honors due to its demonstrated leadership in utilizing technology and services in new and innovative ways. Selection was based on solving a quantifiable business problem that exhibited excellence in the area of scalability, thought leadership, integration and pushing the boundaries of what has been generally thought possible. Cliffs was recognized for standardization of its worldwide mining operations on Mincom's integrated solutions to support critical functions such as asset and work management, and inventory optimization. The Company implemented an innovative field-enablement project using Mincom Mobility, a suite of fully integrated mobile applications that automates field force operations using mobile devices such as laptops, tablets and PDAs.

"Cliffs has been executing a strategy designed to increase scale and diversity to serve the world's largest and fastest growing steel markets," stated Ronald Aderhold, vice president, chief information officer. "To support this growth, we have a comprehensive vision for enterprise asset management, which incorporates empowering field workers with mobile applications, optimizing inventory levels and using timely and accurate information to drive key business decisions. We have built a strong, creative team that excels at creating a future vision and executing it. It is a tremendous honor to be recognized among distinguished industry peers for our accomplishments in using information technology to drive superior business results."

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. is an international mining and natural resources company. A member of the S&P 500 Index, we are the largest producer of iron ore pellets in North America, a major supplier of direct-shipping lump and fines iron ore out ofAustralia and a

significant producer of high and low volatile 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 in the Global Reporting Initiative (GRI) framework. Our Company is organized through three geographic business units:

The North American business unit is comprised of six iron ore mines owned or managed in Michigan, Minnesota and Canada and six coal mines located 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 Amapa Project, an iron ore project in the state of Amapa in Brazil.

Other projects under development include a biomass production plant in Michigan and Ring of Fire chromite properties in Ontario, Canada. Over recent years, Cliffs has been 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

About Mincom

Mincom Pty Ltd is a global software and services provider with nearly 30 years of experience in providing business solutions to companies in asset-intensive industries – such as mining, defense, energy and public infrastructure – in more than 40 countries around the world. Mincom customers are global industry leaders, including Anglo American, Thales, Rio Tinto, BHP Billiton, Boeing, National Grid, London Underground, Xstrata Copper, Western Power, QBuild, BNSF Railway, EDF Energy, Caterpillar and Ecopetrol. For more information about Mincom, visit: www.mincom.com.

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