October 15, 2008

Cleveland-Cliffs Inc Is Now Cliffs Natural Resources Inc.

CLEVELAND--(BUSINESS WIRE)--

Cleveland-Cliffs Inc (NYSE: CLF), an international mining company, today announced that it has changed its name to Cliffs Natural Resources Inc. Its ticker symbol will remain the same.

In addition to the name change, the Company also announced the formal adoption of "Cliffs," the one-word name by which it is commonly known, and introduced a new visual identity, including a new corporate logo.

The new blue and green logo is suggestive of a cliff and its reflection in water, as well as the Company's core mining business, which operates above ground and below. It also serves as a reminder of Cliffs' long-standing commitment to sustainable development.

"Our Company has entered a new era characterized by global expansion and mineral diversification," said Joseph A. Carrabba, chairman, president and chief executive officer. "Today, in addition to our North American mining ventures, we operate in Latin America and Australia, and sell into Asian and European markets. We believe the new corporate brand more accurately reflects the scope and diversity of our current operations and strategic direction while, at the same time, honors our over 160-year heritage in service to the steelmaking industry."

The Company is launching the brand with a redesigned website, employee events and advertisements in national and international financial publications, as well as local and trade media.

ABOUT CLIFFS NATURAL RESOURCES INC.

Cliffs Natural Resources Inc., headquartered in Cleveland, Ohio, is an international mining company, the largest producer of iron ore pellets in North America and a major supplier of metallurgical coal to the global steelmaking industry. The Company operates six iron ore mines in Michigan, Minnesota and Eastern Canada, and three coking coal mines in West Virginia and Alabama. Cliffs is also majority owner of Portman Limited, a large iron ore mining company in Australia, serving the Asian iron ore markets with direct-shipping fines and lump ore. In addition, the Company has a 30% interest in the Amapa Project, a Brazilian iron ore project, and a 45% economic interest in the Sonoma Project, an Australian coking and thermal coal project.

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

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

Source: Cliffs Natural Resources Inc.