



**Williams Creek Explorations Limited**  
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**With Crown Grants and Having Started Exploration on Their 100% Owned Properties in the Barkerville, BC Area, and a Partnership for 30% Working Interest in a Diamond Property at Mackay Lake, Northwest Territories, Williams Creek Explorations Limited is Delivering on Their Three Pronged Approach for Growth**

**Resources**

**Precious and Base Mineral Exploration (WCX-TSXV)**

**Michael Sonnereich**  
**Chairman and CEO**

**BIO:**

Mr. Sonnenreich has vast experience in the global pharmaceutical industry. He is a graduate of the University of Wisconsin, the University of Madrid, Spain, and Harvard University Law School. He is currently Chairman of Kikaku America International, and Vice Chairman of PharMa International Corporation of Tokyo. He is a Director of Wi2Wi, Palo Alto, Amorfix Life Sciences, Toronto, Ltd. and Tyhee Gold Corporation, Vancouver. He is a member of the Board of Advisors of Johns Hopkins University School of Advanced International Studies and a member of the Board of Overseers of Tufts University Medical School. Mr. Sonnenreich has in the past been Board member and Trustee of numerous important companies and universities, such as the ABD American Capital Market Funds, the Integra Fund, Continental Steel Inc., Scientific American, Medical Tribune International, Clark University, the Maret School and has long-term involvements with many nonprofit institutions such as the Smithsonian Institution, the Washington National Opera (President 1996-98; 2002-2006), Sackler/Freer Galleries of Art (Smithsonian Institution), D.C. Commission on the Arts and Humanities (Mayoral Appointment as Commissioner, 2008-present), the New England Conservatory of Music, the North Carolina Mu-

seum of Art Foundation, the University of Virginia Art Museum, the Richard Tucker Music Foundation, and served as President of the National Coordinating Council on Drug Education. In 2008, he was named Distinguished Washingtonian by the University Club of Washington, D.C. Mr. Sonnenreich previously served in government in the Department of Justice and was appointed Executive Director of the National Commission on Marijuana and Drug Abuse. He is presently Chairman of the DC Jazz Festival, the city's largest musical event.

**Company Profile:**

Williams Creek Explorations Limited engages in exploration of precious and base mineral properties in Canada with a primary focus on exploring gold prospects.

Williams Creek seeks opportunities to participate broadly in the natural resource sector with an emphasis on the gold sub-sector through exploration activities, joint venture and other equity investments, royalty, and finance agreements.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFOinterviews.com**

**CEOCFO:** Mr. Sonnereich, what is the general focus of Williams Creek Explorations?

**Mr. Sonnereich:** We decided that we would go into the exploration business differently than most of the small companies; that is, we would put up our money first, so we would have the cash available for exploration acquisi-

tions. In this way, we would do three different things. We would take the existing properties that we have, which are Crown Grants and commence exploration programs, which we have already started. Then the second part was to make investments in other companies that have proven reserves, and we have done that mostly in the Northwest Territories and British Columbia, although we will be considering some investments in the United States. Third, we are also looking to finance companies that have interesting grassroots explorations or already developed explorations that run short of cash and need to further define their properties. We will finance those companies and take some equity position in them as well as the financing. Therefore, we have a three-pronged approach. As I stated we have at present, a working partnership with another company for drilling on a diamond property, in which we have a thirty percent interest up in the Northwest Territories. We have signed hard contracts with the drilling rigs and we are going to start exploration on our own properties up in Barkerville, either at the end of April or the beginning of May. We have also taken positions in several other gold companies.

**CEOCFO:** Your background is not resources, why the decision to get involved now?

**Mr. Sonnereich:** No, my background is pharmaceuticals, but what prompted us into gold was a lot of mistrust of paper currency. We have been buyers of gold and I decided I would buy into the actual exploration for gold. What is apparent to us is that

the usual amount of gold produced every year has been going down. Also, taken off the market is the production by Russia and China, which makes gold even scarcer. When I see demand going up and supply going down, it is a good business. It also has many similarities to our pharmaceutical business. It is exploration as opposed to research. A lot of it is hit and miss. Even though you try to be scientific not everything works. We accept the fact that, like in the pharmaceutical business, many drugs that start out promising do not wind up as a finished product, and the same is true of exploration. There is a time problem in getting permits to build the mine, environment issues, regulatory issues, all very similar to the timeline in pharmaceuticals. Therefore, it is something we are quite familiar with and something that we understand as a business. It struck us that many people in this business are either focused on the exploration side or on the other side in that they want to actually run the mines after exploration. We are more interested in the whole process, and we are familiar with government regulation.

**CEOCFO:** How did you decide what types of properties and where you were going to look?

**Mr. Sonnereich:** Williams Creek is unique. It is one of the great gold camps of Canada. Most of it was mined in the 1860s-1870s. It was mined again after WWII and a little bit in the 1980's. However, we think it has not been mined to its full potential. We own Crown Grants. We do not lease, so we own the property ourselves. That in itself made it an interesting proposition. We feel very strongly that there is high potential there, and that is why we are embarking on a very serious drilling program starting at the end of April.

**CEOCFO:** What about the distressed companies that you would like to be involved with; how do you select the criteria, and how do you know you are on the right track?

**Mr. Sonnereich:** We do not just look at what geologists say. Our investment advisor is Dr. Hans Black at Interinvest, and he is extremely knowledgeable in this area. He and I have been friends for many years and we work closely together. We look at these opportunities as companies, not as gold exploration activities. Many of these endeavors that we look at are more like an explorers club rather than a corporation. When we look at properties we look at not only at their ability to produce gold, but to produce it in a meaningful way in a location that has a secure government like Canada, the United States, or Australia, and has an expectation that it can be developed into a workable mine. Just discovery alone is not important

**We looked at a lot of the companies. We make investments in companies we think have good management. If we believe that they have good management and they know what they are doing and they are not just spending their money, but actually planning how they move forward, we will invest in them. We will invest along side of them either as a working partnership or take a significant share of the equity through private placements. Management to me is key. We cannot run these operations, we do not know how to run them, and I am now too old to learn, but if they have good management and we think that the people are responsible in the way they deal with shareholder money, then we will invest with them. - Michael Sonnereich**

for us. This is the reason we put the money in first rather than trying to find properties and then raise money. That is not our interest. Our interest is that if we see something that looks interesting, and looks promising that we can develop, then we will invest in it.

**CEOCFO:** Has anything surprised you since you started the venture?

**Mr. Sonnereich:** I know very little about the mining itself, so it is a wonderful learning curve for me and my associates. We learn everyday. The thing that struck me as interesting is that most of the companies are created by the scientists, geologists, and the mining engineers. Many of these companies do not understand corporate governance, the concept of company, or understand fully how to drill

for gold. We are absolute believers that the price of gold is going to go way up, way beyond what it is now. We feel that this is the right place to be, the right market, the right commodity. It struck me as a little bit odd that so much of what was going on in this field is not being done with a long term business plan, but it is more in like "oh this an interesting piece of property, we think it has gold in it so let us develop it".

**CEOCFO:** How are you finding the opportunities; how do you look for them?

**Mr. Sonnereich:** We looked at a lot of the companies. We make investments in companies we think have good management. If we believe that they have good management and they know what they are doing and they are not just spending their money, but actually planning how they move forward, we will invest in them. We will invest along side of them either as a working partnership or take a significant share of the equity through private placements. Management to me is key. We cannot run these operations, we do not know how to run them, and I am now too old to learn, but if they have good management and we think that the people are responsible in

the way they deal with shareholder money, then we will invest with them. We screen many of these properties. As I said, we use our investment advisor Dr. Hans Black at Interinvest and he is very knowledgeable, as well as the other people on the Board are very knowledgeable. We are a virtual company in the sense that we do not pay salaries within the company. We are shareholders and if we gain the shareholders gain, but we do not take salaries. That is why we are unique. We posted a profit for the last two quarters and we hope to post a profit for this coming quarter.

**CEOCFO:** Is the investment community paying attention yet?

**Mr. Sonnereich:** I do not know, and I do not worry too much about it. We

have a business plan that we started on May 1<sup>st</sup> and we will execute it. We have more money in the till now than when we started and we have been making investments, so we feel very good about the direction the company is going. We have no burn rate because our burn has been covered by our profits.

**CEOCFO:** What challenges do you see ahead?

**Mr. Sonnereich:** The challenges are not to discover gold, because I think there is a lot of gold in Canada and a lot of in these properties. The real problem is to take that next step. Is it a definable field? Is it an economic field? Then the next question is, what

are the regulatory burdens towards getting a mine functioning? That is the area that we are going into. That is the area that within a year or so we have to come to grips with, either through the companies we have invested in or through Williams Creek's own properties. That is going to be a learning curve. We understand government, we understand environmental studies, we understand all of these, but we have to learn it from the mining perspective and that we will do.

**CEOCFO:** In closing, why should potential investors consider Williams Creek Explorations?

**Mr. Sonnereich:** We have a three

part program. We have cash in the bank, and we are looking at investing or taking significant positions in companies that we feel have good reserves that can go towards building mines and producing income. We are interested in financing operations as we are doing with our own exploration program. We are unique in the sense that we are a virtual company. I receive no salary. I do get my expenses paid, but I do not take a salary and nobody else does. We feel very strongly that our benefit can only come through the appreciation of the stock price, so we are very sensitive to shareholder needs.

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