

**CEO
CFO**



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Mine Clearing Corp. Is Focused On Revolutionizing The Current Environment For Detecting, Scanning And Removing Landmines, Which Is A Plague On Developing Nations

Technology

**Landmine Removal
(MCCO-OTC: BB)**

Mine Clearing Corp.

**801 6th Avenue SW, Suite 640
Calgary, Alberta, CN US T2P 3W2**

**Larry Olson
President and CEO**

BIO:

Larry Olson has extensive experience in both public and private company management with a focus on finance and marketing. He worked with one of Western Canada's leading venture capital firms (Discovery Capital Corp.), was a policy analyst for the government of British Columbia technology sector, and has operated his own management consulting firm for the past 21 years providing finance and business development services to clients in a variety of sectors including biotechnology, software development, manufacturing and industry.

Mr. Olson is on the Board of Directors of Med Access Investments (VCC) Ltd., a venture capital company, and Reef Resources Inc., a junior oil & gas company listed on the TSX Venture Exchange (TSX: REE).

Company Profile:

Mine Clearing Corp. ("MCC") currently trades on the OTC Bulletin Board under the symbol MCCO. MCC is developing a technology business focused on the scanning, mapping and removal of buried landmines. The sensor-based proprietary system currently under development is projected to be approximately three times faster and 50% less expensive than existing best-in-class demining methods.

Mine Clearing Corp. is developing a truly revolutionary solution for detecting, mapping and removing landmines – a humanitarian and economic plague on developing nations.

Mine Clearing Corp. will be playing a key role in freeing those countries held hostage by these indiscriminate weapons by facilitating economic and social re-development of contaminated areas, as well as reclaiming non-contaminated areas that are currently sitting idle.

By providing mine removal services to nations, NGOs, as well as industrial and commercial interests at 50% to 60% of current costs and at least three times faster than the fastest of current methods, we are confident that Mine Clearing Corp. can be the dominant leader in a market with the potential of \$4 to \$5 billion USD annually.

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

CEOCFO: Mr. Olson, what is your vision at Mine Clearing Corp.?

Mr. Olson: "The vision at Mine Clearing Corp. is to basically revolutionize the current environment for detecting, scanning, and removing landmines. We think it is a plague upon developing nations and we want to be the leader in solving that problem. We are also focused on being a very successful, highly profitable business."

CEOCFO: What should we know about landmines?

Mr. Olson: "Since the Second World War; landmines have continued to be placed in areas of current conflict. There

are over 75 countries that have landmines in place and in the ground, estimates are anywhere from 80 to 100 million landmines in those countries. We have countries like Libya and Egypt, which have landmines still there from the Second World War. We have landmines in Cambodia and Viet Nam that are obviously from the Vietnamese War. There are landmines in Croatia and Serbia from the conflict over there in 1990. There are also landmines being placed and causing a lot of problems in places like Sri Lanka and Sudan, so they are all over the place."

CEOCFO: How are the various countries addressing landmines now?

Mr. Olson: "It is an interesting scenario. Most of the countries that have landmines currently are developing nations; they don't have a lot of financial resources for the removal of these landmines. There are countries out there like developing nations who see this as a major problem and they tend to be called donor nations. They provide funding quite often through the UN and other agencies like that or non-government organizations to pay for the removal of landmines. The primary problem isn't funding of the landmine removal. The primary problem is the means by which landmines are currently removed; it is a very slow, extensive and in many cases a very dangerous process. We are developing a technology that will revolutionize that making it faster, less expensive and less dangerous."

CEOCFO: What is your technology all about?

Mr. Olson: "Our technology has been developed by basically taking advantage of some patented sensor devices that have been developed by a company Roke Manor, which is a division of Siemens

ICN (NYSE-SI). We are going to put these sensors on UAVs, which are unmanned airborne vehicles, basically small helicopters that are about two and a half meters in length and very light. We are going to identify the grid across these areas that are potentially contaminated with landmines. We are going to scan them for the presence of landmines, a relatively higher height of ten meters or so, and then we will come in again once we identify where the pockets of landmines are located, we will scan it again at a lower level. This lower level scanning will provide us with the data that will allow us to actually map where the landmines are located. We will then integrate that data into a GPS software and GPS handheld devices, and then what can happen is that the landmine removal crew can then go out into the terrain and know exactly where those landmines are located. Currently what has to happen is that every square meter of a contaminated or potentially contaminated piece of ground has to be done over slowly and tediously either by hand using metal probes or hand held detectors. The other method is that it has to be gone over with a machinery called a 'flail', which is basically a big bulldozer that goes through and has a drum on the front of it that circulates with chains, as it basically works up the soil and destroys all the potential landmines that are there. It also has a potential negative impact on the topsoil for use in agriculture.

It is the difference between having to paint a whole canvas vs. being able to paint a couple spots on a canvas. It is a revolutionary way of doing it, and it is so much faster."

CEOCFO: Where are you in the development process?

Mr. Olson: "We recently signed our exclusive license for the two sensors with Roke Manor. We are working with them. They are also our contract research arm and we are working with them to do the systems integration, whereby they will continue to do basically custom R&D for us make these landmines sensors specific to what our needs are. We have already

identified the UAV supplier; Roke Manor will be working with us on the software development. We have done quite a bit of work in terms the international business development. We recently returned from Asia and we have a management team that has contact internationally in terms of our business development side. We just hired a globally renowned expert in demining technology as our VP Industry Development. We are looking at a completed product for demonstration basically the landmine removal and detection system in place; probably about a year from now."

CEOCFO: What is the financial picture like for the company?

Mr. Olson: "We are in the process of raising some development money. Our goal is to raise \$5 million by the early part of next year. That would put us in a situation where we have all the research

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- Larry Olson

and development done as well as all of the prototypes ready to go. We would also have our initial international business development taken care of."

CEOCFO: What do you see are the challenges in getting your project developed?

Mr. Olson: "The biggest challenge is the financial markets; it is a tough time to be raising money. From a technological perspective Roke Manor, which is a small research firm, they have roughly a staff of 470, very successful agency. There is always some minor technological risk, but the sensors they developed and patented have already been proven to do basically what we need them to do to get our system in place. Those are the biggest risks. Once we get the system in place, I don't think the business development side represents a big risk, because we are going to be coming into the market at roughly 50% of the cost and three times the current technologies. We always wonder if there is someone out there de-

veloping a competitive technology. However, anybody in the technology business faces a risk anyway."

CEOCFO: What about funding from some of the organizations that are putting money into mine clearing now?

Mr. Olson: "We haven't really gone that route yet, but we are contemplating it. We are in some very good discussions with some European investors from Austria. We are speaking to the people who make investments. My experience in the past with other ventures has been this: approaching people whose business is not making investments tends to be somewhat a waste of time. These are people or organizations that fund landmine removal; it is not their business to invest in technology. It may even go as high as a board level decision, but typically they are going to come back and say that is not the business we are in."

CEOCFO: What is your revenue model?

Mr. Olson: "We don't plan to sell the equipment; we will be doing it on a landmine removal contract. In addition to the technology that we are going to be bringing to the field, we are going to be toning and specializing the process, whereby

landmine removal is done with our technology. We don't want to just put it out there and somebody else's hands and say go have at it. We are developing safe procedures; there is proprietary technology involved, so we don't necessarily want that to fall in other people's hands. Our revenue model is based on selling a service."

CEOCFO: In closing, why should investors look at Mine Clearing Corp.?

Mr. Olson: "We are going to be positioning ourselves in the market leadership position in this technology area. The way we have done our projections even with the current market situation as it is, we think we can probably achieve operating margins in the 50% range. We also think we can capture a big chunk of the market. Currently the market is roughly \$500 million a year spent on mine removal and we think that market will be accelerated quite a bit when we introduce our tech-

nology into the market place. This is because it will make a lot more sense for people to invest, and for countries to invest, donor countries to put money into landmine removal because it will be quick and efficient. We are a publicly traded company. We are traded on the

OTC BB right now in the United States. We plan to do another offering on a more senior exchange probably about a year from now once we have everything proven up. We are negotiating a memorandum of understanding with an investment-banking firm in Europe to represent

us , which is the next phase of the senior exchange listing. They would do that on the basis of raising a lot more capital. We think we got a very good future technology investment.”



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