



VMS VENTURES INC.
301 – 260 W. Esplanade
North Vancouver, B.C.
V7M 3G7
Tel: (604) 986-2020

Toll Free: 1-866-816-0118
www.vmsventures.com

VMS REPORTS 28.05 METRES OF 4.85% COPPER FROM IN-FILL HOLE RLD021 AT REED LAKE JOINT VENTURE

Vancouver, B.C., January 31, 2011 - VMS Ventures Inc. (TSX-V:VMS) ("VMS") is pleased to announce the latest drill and assay results from the in-fill diamond drill program at the Reed Lake deposit, near Snow Lake, Manitoba, Canada. These latest results are from holes RDL016 to RDL022 inclusive which, were designed to test the continuity and lateral extent of the zinc-copper rich lens (zone 30) which extends vertically near to surface. See figure below for drill hole traces and mineralized zone outlines.

Drill highlights include:

RDL020 reporting 32.28 metres grading 3.41% copper – 1.33% zinc – 2.1 g/t gold – 22.03 g/t silver

RDL021 reporting 28.05 metres grading 4.85% copper – 1.75% zinc – 2.35 g/t gold – 25.69 g/t silver

RDL022 reporting 8.90 metres grading 3.95% copper – 4.14% zinc – 1.92 g/t gold – 25.78 g/t silver

These results are part of the first phase of drilling at the Reed Lake project under a joint venture agreement formed between VMS and HudBay Minerals Inc. (TSX:HBM, NYSE: HBM) ("HudBay"). The Reed Lake deposit is a base metal, polymetallic, massive sulphide-type deposit and is located approximately 100 kilometers from HudBay's concentrator in Flin Flon, Manitoba. The program is proceeding on schedule with 30 holes now completed.

Two drills are currently operating at the Reed Lake Joint Venture site focusing on completing in-fill drilling on the copper rich lens (zone 10) and defining the mineralization up-plunge from the step out hole RLD015 announced December 10th, 2010. Drill hole RLD015, was a significant first step-out from the deposit which intersected massive sulphide mineralization 214 metres down plunge of the deposit, the current drill program at Reed Lake is expected to provide the data necessary for defining the deposit in preparation for a National Instrument 43-101 mineral resource estimate, which is scheduled for completion by March 31, 2011.

Neil Richardson, VMS' Chief Operating Officer states: "These results for the upper zinc-copper-rich lens in zone 30 and copper-zinc rich lens in zone 20 are consistent with our working deposit model and provide us the definition required to complete an initial resource estimate. Copper and zinc metal zonation and significant precious metal credits are common characteristics of massive sulphide-type deposits in the Snow Lake camp."

Assays have been received for holes RLD016 to RLD022 and are tabled in detail below:

Reed Lake Assay Data:

Hole Number	From (m)	To (m)	Length (m)	Cu %	Zn %	Au (g/t)	Ag (g/t)	Zone
RLD016	218.73	221.00	2.27	1.13	0.25	0.11	2.93	120
RLD017	No Significant Assays							
RLD018	244.14	244.44	0.30	4.20	1.79	0.93	20.23	120
	371.00	371.50	0.50	1.14	0.02	0.07	3.77	99
	407.88	410.73	2.85	7.05	4.44	1.39	11.89	10
	435.00	440.00	5.00	0.10	1.01	0.00	0.48	110
RLD019	162.00	167.00	5.00	0.64	5.60	0.28	3.67	30
	262.80	263.84	1.04	0.76	1.99	0.04	1.03	120
RLD020	75.02	107.30	32.28	3.41	1.33	2.10	22.03	30
	185.40	191.92	6.52	5.45	1.24	0.39	7.52	20
RLD021	55.95	84.00	28.05	4.85	1.75	2.35	25.69	30
	124.66	125.58	0.92	2.96	0.07	0.61	3.43	20
RLD022	45.90	54.80	8.90	3.95	4.14	1.92	25.78	30

True widths unknown

Reed Lake Collar Information:

Hole Number	UTM North (1)	UTM East (1)	UTM Elevation (1)	Azimuth (2)	Dip	Length (metres)
RLD016	393890.9	6048983.5	295.3	383.0	-65.5	225.0
RLD017	393892.3	6048971.5	295.7	221.0	-53.7	225.0
RLD018	393904.0	6048988.0	295.6	506.0	-66.8	225.0
RLD019	394000.0	6048911.0	295.0	308.0	-73.0	225.0
RLD020	393991.2	6048893.0	295.9	281.0	-65.5	225.0
RLD021	393990.5	6048892.5	295.7	250.0	-53.9	225.0
RLD022	393974.0	6048880.0	296.0	303.0	-44.3	220.0

(1) Universal Transverse Mercator / North American Datum 1983 / Zone 14

(2) "Azimuth" is degrees from True North

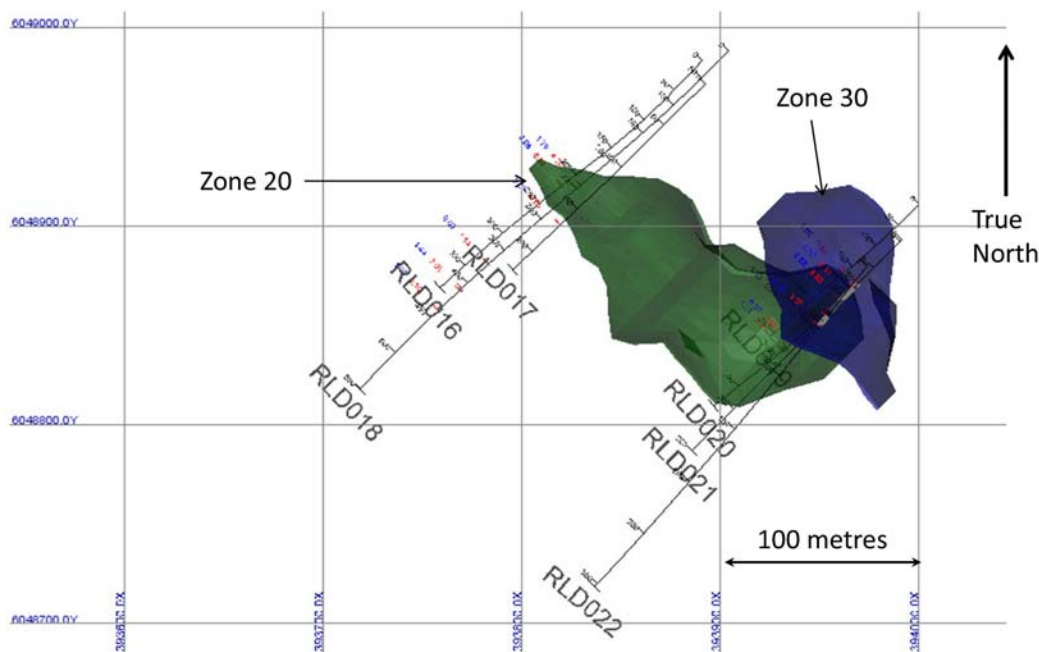
On July 6, 2010 VMS and HudBay announced that they had entered into a joint venture agreement pursuant to which HudBay has a 70% interest and VMS has a 30% interest in the Reed Lake property and the two claims immediately to the south. The parties have also entered into four option agreements which grant HudBay the right to earn a 70% joint venture interest in properties held by VMS adjacent to the Reed Lake property.

For additional details on exploration at the Reed Lake deposit, see VMS' press releases issued between September 17, 2007 and December 10, 2008, available at www.sedar.com.

Qualified Person

All technical information in this release has been reviewed by Dr. Mark Fedikow, P.Geo, who is the Qualified Person for the Company and Vice President of Exploration and Technical Services, VMS Ventures Inc.

Planview of lens 30 and 20 excluding lens 10
at the Reed Deposit



Quality Assurance and Quality Control

Exploration core drilling was NQ size. The core was logged and mineralized intersections were marked for sampling and assaying by geologists and geotechnicians employed by HudBay's Hudson Bay Exploration and Development Company Limited (HBED) subsidiary. The marked intersections or intervals were sawn in half by a diamond saw and one half of the core was placed in plastic bags and tagged with unique sample numbers, while the second half was returned to the core box and stored. Each bagged core sample was transported to HudBay's Hudson Bay Mining and Smelting Co., Limited (HBMS) subsidiary's assay laboratory in Flin Flon, Manitoba where it was dried, crushed and pulverized and a 250-gram sample was prepared for assaying at Acme Analytical Laboratories Ltd., an independent

company in Vancouver, B.C., or the HBMS assay laboratory. From each 250 gram sample 0.25 grams was removed and leached in aqua regia and analyzed by ICP-AES for Ag, Cu, Zn, As, Pb, Ni and Fe. Also from the 250 gram sample, 30 grams was removed for gold determination by fire assaying with an ICP-AES or gravimetric finish at the Acme laboratory or an Atomic Absorption or gravimetric finish at the HBMS laboratory.

Assaying integrity is monitored internally with a quality control program, which includes the use of assay sample standards, blanks, duplicates and repeats and externally through national and international programs. In addition, within each group of 20 core samples, one core sample has a second 250 gram split collected that was check assayed at a different laboratory, either the HBMS laboratory in Flin Flon or at the Acme laboratory in Vancouver, B.C. This news release provides core lengths and estimates of vertical thickness only. True widths are not provided. Where metal assays are provided for intersections they are either a single assay of a sample of the entire intersection length or a composite of assays calculated from interval weighted assays over the intersection length.

About VMS Ventures Inc

VMS Ventures Inc. is focused primarily on acquiring, exploring and developing copper-zinc-gold-silver massive sulphide deposits in the Flin Flon-Snow Lake VMS Belt of Manitoba. The Company's VMS project property portfolio consists of the Reed Lake Project, Copper Project, McClarty Lake Project, Sails Lake Project, Puella Bay Project and Morton Lake Project. Outside of the Snow Lake camp, the Company holds massive sulphide prospective properties near the past producing Fox Lake and Ruttan copper-zinc mines, near the communities of Lynn Lake and Leaf Rapids in northern Manitoba. These properties are located in the mining friendly province of Manitoba, Canada. The Company also has optioned three properties in the Sudbury mining camp. They are Terra Incognita, Golden Pine and Black Creek.

Forward Looking Statement

Some of the statements contained herein may be forward-looking statements which involve known and unknown risks and uncertainties. Without limitation, statements regarding potential mineralization and resources, exploration results, and future plans and objectives of the Company are forward-looking statements that involve various risks. The following are important factors that could cause the Company's actual results to differ materially from those expressed or implied by such forward-looking statements: changes in the world wide price of mineral commodities, general market conditions, risks inherent in mineral exploration, risks associated with development, construction and mining operations, the uncertainty of future profitability and the uncertainty of access to additional capital. There can be no assurance that forward-looking statements will prove to be accurate as actual results and future events may differ materially from those anticipated in such statements. VMS Ventures Inc. undertakes no obligation to update such forward-looking statements if circumstances or management's estimates or opinions should change. The reader is cautioned not to place undue reliance on such forward-looking statements.

ON BEHALF OF THE BOARD OF DIRECTORS

John Roozendaal
President,
VMS Ventures Inc

For further information contact:

Keith Patey
Director of Communications
Telephone: (604) 986-2020
Toll Free: 1-866-816-0118

Matt Harrington or Dean Hanisch
Launch IR
Telephone: (613) 882-7467

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.