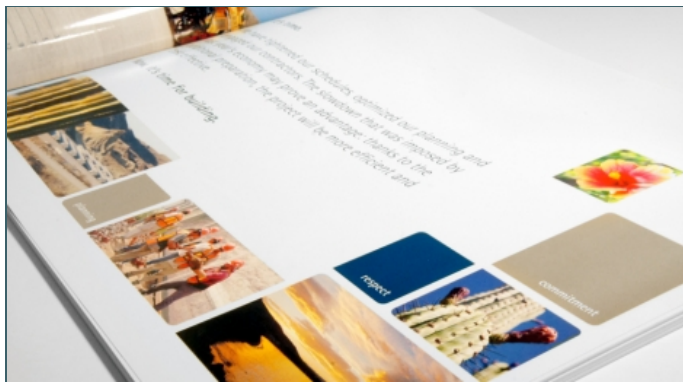


2009 Annual Report

BAJA MINING CORP.



▶ After the economic slowdown of 2008, and delays caused by fallout from the global financial crisis, Baja was happy to report at the end of 2009 that they were now in a better position to make their Boleo project a success. The delays allowed for increased preparation which, in turn, would increase efficiency and profitability. So, the 2009 annual report needed to focus on the positive and leverage the concept of “We’re building.”

Red Rocket established a conceptual art direction featuring various “squares.” These squares suggest building blocks and helped to support the overall message “We’re building.” This message was combined with a variety of areas of growth, including infrastructure, teamwork, value and sustainability, just to name a few. The report focuses on some of the key team members, and brings the company’s expertise to light in an unexpected horizontal format. A combination of large-format photography along with smaller, people-oriented shots helps deliver a message of real activity and growth. The key is to show, rather than tell, that the Boleo mine is a reality, and that Baja continues to be a great investment.