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(TSX: NTI; OTCBB: NTLNF)

For Immediate Release

NORTHCORE REPORTS SECOND QUARTER 2010 FINANCIAL RESULTS

Toronto, Ontario – August 11, 2010 – Northcore Technologies Inc. (TSX: NTI; OTCBB: NTLNF), a global provider of technology solutions for capital asset management, announced today its interim financial results for the second quarter ended June 30, 2010. All figures are reported in Canadian dollars.

Northcore reported consolidated revenues of \$132,000 for the second quarter, a decrease of 23 percent from the \$172,000 generated in the first quarter of 2010. In the second quarter of 2009, we reported consolidated revenues of \$208,000. The decrease in revenues was attributed to foreign exchange differences and the delays in services revenues. The decrease in services revenue was due to customer delays in the start of consulting and development projects. The revenues from these projects are expected to be realized in the second half of the year.

Northcore derives its revenues from application hosting activities provided to customers, royalty fees from its business partners, the sale of software licenses, and the delivery of technology services, such as application development and software customization.

Northcore reported a loss for the second quarter of \$593,000 or \$0.004 per share, basic and diluted. This compares to a loss of \$612,000 or \$0.004 per share, basic and diluted, in the first quarter of 2010. In the second quarter of 2009, Northcore reported a loss of \$433,000 or \$0.003 per share, basic and diluted.

As at June 30, 2010, Northcore held cash of \$33,000, and accounts receivable of \$91,000.

Subsequent to the quarter ended June 30, 2010, we closed an equity transaction with GEM securing gross proceeds of \$383,000. As a result of the transaction, Northcore issued 2,191,000 common shares for the first tranche draw and 6,000,000 share-purchase warrants at an exercise price of \$0.27 and an expiry date of August 9, 2013 to finalize the availability of the committed \$6,000,000 equity line of credit with GEM.

Operating Highlights

We accomplished the following activities in the period:

- Awarded two supply arrangements with the Canadian Federal Government, qualifying Northcore for the provision of business technology services, one directly and one in partnership with Ottawa based Donna Cona Inc.;

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- Executed an initial engagement with a Canadian based bio-energy corporation, solidifying Northcore's entry into this growing market;
- Initiated a project to perform key enhancements to Asset Seller, the Company's core sales platform that powers high profile remarketing sites such as GEasset.com;
- Completed the development of additional security modules required for Northcore's core products to achieve US bank certification;
- Delivered a series of E-marketing campaigns for two major strategic partners; and
- Entered into an agreement with GEM Global Yield Fund Limited (GEM) for a \$6,000,000 equity line of credit.

Outlook

Our focus on business development and securing funding in the first half of this year is progressing.

Our holistic remarketing platform using the Motorola hand held device for data capture, is moving through the final stage of user acceptance in the third quarter of 2010. With this strong reference account, we look forward to addressing the mounting demand for our industry leading product to key customers of GE through our joint venture, GE Asset Manager, LLC.

Our government thrust will benefit from the award of new supply arrangements. These sourcing vehicles streamline the process required for the Canadian Government to procure our technology products and services. We believe that our enhanced product suite presents a compelling value proposition for the public sector channel.

We have made the first step towards marketplace creation in the mining sector with Xstrata, one of the global leaders in the mining industry. We are encouraged by the receptivity from other mining companies for our product-set in this dynamic, high demand sector.

The due diligence process with GEM highlighted their interest in Northcore's product extension within the emerging Energy Internet, as well as for our patented Dutch Auction platform. These initiatives are viewed as exciting additions to growing our core business.

“Throughout this period, the relationships with our existing partners have never been stronger and we expect this trend to continue. While we are beginning to see some optimism on the global economic front, organizations continue to be capital constrained. With every engagement we perform, the evidence mounts as to the effectiveness of our products in the creation of working capital for customers. The combination of increasing business development opportunities and new funding, drives our outlook for the future potential of Northcore,” said Duncan Copeland, CEO of Northcore Technologies.

Northcore will hold a conference call at 10:00 a.m. (Eastern Time) on Thursday August 12 to discuss its financial results and review operational activities. Investors and followers of the Company can listen to a live broadcast of the call from the investor relations section of the Company's website, <http://www.northcore.com/events.html>.

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About Northcore Technologies Inc.

Northcore Technologies provides a Working Capital Engine™ that helps organizations source, manage, appraise and sell their capital equipment. Northcore offers its software solutions and support services to a growing number of customers in a variety of sectors including financial services, manufacturing, oil and gas and government.

Northcore owns 50 percent of GE Asset Manager, LLC, a joint business venture with GE. Together, the companies work with leading organizations around the world to help them liberate more capital value from their assets.

Additional information about Northcore can be obtained at www.northcore.com.

This news release may include comments that do not refer strictly to historical results or actions and may be deemed to be forward-looking within the meaning of the Safe Harbor provisions of the U.S. federal securities laws. These include, among others, statements about expectations of future revenues, cash flows, and cash requirements. Forward-looking statements are subject to risks and uncertainties that may cause Northcore's ("the Company") results to differ materially from expectations. These risks include the Company's ability to raise additional funding, develop its business-to-business sales and operations, develop appropriate strategic alliances and successful development and implementation of technology, acceptance of the Company's products and services, competitive factors, new products and technological changes, and other such risks as the Company may identify and discuss from time to time, including those risks disclosed in the Company's Form 20-F filed with the Securities and Exchange Commission. Accordingly, there is no certainty that the Company's plans will be achieved. Important factors that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time with the Toronto Stock Exchange, on SEDAR (the System for Electronic Document Analysis and Retrieval at www.sedar.com) and the US Securities and Exchange Commission. This news release shall not constitute an offer to sell or the solicitation of an offer to buy securities of the Company in any jurisdiction.

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(financial results follow)

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**Northcore Technologies Inc.
Consolidated Balance Sheets
(expressed in thousands of Canadian dollars)
(Canadian GAAP, Unaudited)**

	June 30, 2010	June 30, 2010	December 31, 2009
		(in US\$)	
		translated into US\$ at Cdn\$ 1.0606 for convenience	
Cash	\$ 33	\$ 31	\$ 226
Other current assets	134	127	288
Other assets	695	655	591
Total assets	<u>\$ 862</u>	<u>\$ 813</u>	<u>\$ 1,105</u>
Accounts payable and accrued liabilities	\$ 780	\$ 735	\$ 492
Deferred revenue	112	106	27
Current portion of long term debts	321	303	156
Non-current portion of long term debts	470	443	446
Total shareholders' deficiency	(821)	(774)	(16)
Total liabilities and shareholders' deficiency	<u>\$ 862</u>	<u>\$ 813</u>	<u>\$ 1,105</u>

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Consolidated Statements of Operations and Comprehensive Loss
(expressed in thousands of dollars, except per share amounts)
(Canadian GAAP, Unaudited)

	Three Months Ended			Six Months Ended		
	June 30,			June 30,		
	2010	2010	2009	2010	2010	2009
	(\$C)	(\$US)	(\$C)	(\$C)	(\$US)	(\$C)
		translated into US\$ at Cdn\$ 1.0606 for convenience			translated into US\$ at Cdn\$ 1.0606 for convenience	
Revenues	\$ 132	\$ 124	\$ 208	\$ 304	\$ 287	\$ 367
Operating expenses:						
General and administrative	352	332	159	740	698	599
Customer service and technology	184	173	180	376	355	354
Sales and marketing	41	39	53	92	87	70
Employee stock options	74	70	39	159	150	87
Depreciation	5	5	8	11	10	16
Total operating expenses	656	619	439	1,378	1,300	1,126
Loss before the undernoted	(524)	(495)	(231)	(1,074)	(1,013)	(759)
Interest expense:						
Cash interest expense on notes payable and secured subordinated notes	32	30	63	61	58	158
Accretion of secured subordinated notes	137	35	139	70	66	275
Total interest expense	69	65	202	131	124	433
Loss and comprehensive loss for the period	\$ (593)	\$ (560)	\$ (433)	\$ (1,205)	\$ (1,137)	\$ (1,192)
Loss per share, basic and diluted	\$ (0.004)	\$ (0.004)	\$ (0.003)	\$ (0.008)	\$ (0.008)	\$ (0.009)
Weighted average number of shares outstanding, basic and diluted (000's)	162,005	162,005	139,299	161,523	161,523	129,629