

NEWS RELEASE 17-23

October 30, 2017

PURE GOLD FILES PEA TECHNICAL REPORT ON SEDAR

VANCOUVER, B.C. – Pure Gold Mining Inc. (PGM – TSX-V) (“Pure Gold” or the “Company”) is pleased to announce the filing on SEDAR of the Preliminary Economic Assessment (“PEA”) Technical Report for its 100%-owned Madsen Gold Project (“Madsen”) located in the Red Lake mining district of Ontario, Canada. The PEA results were previously disclosed in the Company’s news release dated September 14, 2017.

The Technical Report is entitled “NI 43-101 Technical Report Preliminary Economic Assessment of the Madsen Gold Project for Pure Gold Mining Inc. Red Lake Area, Ontario, Canada” effective September 14, 2017 and signed October 27, 2017 (the “Technical Report”). The Technical Report was authored by independent Qualified Persons, and is in accordance with National Instrument 43-101 – *Standards of Disclosure for Mineral Projects*.

The report is available under the Company’s profile at www.sedar.com and will also be available on the Company’s website at www.puregoldmining.ca.

ABOUT PURE GOLD

Our mandate is pure and simple. To dream big. To colour outside the lines. To use smart science and creativity to unlock the next major discovery at the Madsen Gold Project in Red Lake, Ontario. And become Canada’s next iconic gold company.

Additional information about the Company and its activities may be found on the Company’s website at www.puregoldmining.ca and under the Company’s profile at www.sedar.com.

ON BEHALF OF THE BOARD

"Darin Labrenz"

Darin Labrenz, President & CEO

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