

NEWS RELEASE 15-08

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PURE GOLD HITS MORE NEAR-SURFACE, HIGH-GRADE GOLD AT MADSEN

Latest Drilling Builds High-Grade Continuity

VANCOUVER, B.C. – Pure Gold Mining Inc. (TSX-V; PGM) (“**Pure Gold**” or the “**Company**”) is pleased to announce that new drill results have expanded the near-surface, high-grade gold zones recently identified near the Madsen mine. Drilling has been focused on two locations (Russet South and Fork Zone), both of which appear to be geologically related to important zones of mineralization at depth in the mine. The early success we have had in defining additional gold mineralization in shallow targets around the mine continues to indicate near surface exploration upside.

Madsen hosts an operational head frame, a permitted mill and tailings facility, and access to power, water and labour. The Madsen Project has an Indicated Resource of 928,000 ounces gold at 8.93 g/t Au (in 3.24 million tonnes) and an Inferred Resource of 297,000 ounces gold at 11.74 g/t Au (in 0.79 million tonnes)¹ and is situated in one of the most active exploration and mining camps in North America.

“Despite being Red Lake’s second largest past producer, previous operators conducted limited systematic generative exploration around the mine since its closure in 1974,” stated Darin Labrenz, President and CEO of Pure Gold. “Our focus is to unlock the exploration potential of this 50km² property. Over the past eight months our new geological model has delivered high-grade gold mineralization in two key areas, and we are now building continuity in Russet South and Fork Zone.”

Russet South

Mineralization at Russet South, located 1,400 metres west of the headframe, is analogous to the Madsen deposit and other recent high-grade discoveries in the Red Lake district, such as Goldcorp’s HG Young, Cochenour, and High Grade Zone. Drilling in 2015 has delineated near-surface high-grade gold mineralization over a 350 metre x 150 metre area and remains open down-dip and along strike with additional drill results pending.

New reported drill highlights from Russet South include:

- **6.5 g/t gold over 1.3 metres** in PG15-034
- **20.0 g/t gold over 0.7 metres** in PG15-038

Previously reported results from Russet South (see news releases dated March 2, 2015 and March 16, 2015):

- **9.5 g/t gold over 3.5 metres** in PG15-027
- **15.0 g/t gold over 5.0 metres** in PG15-028
- **39.1 g/t gold over 2.9 metres** in PG15-031
- **37.5 g/t gold over 1.7 metres** in PG15-032

For a cross-section showing continuity of gold mineralization at Russet South, please click here:
<http://www.puregoldmining.ca/sites/default/files/NR1508drillsection.pdf>

Fork Zone

In 2014, drill results from the Fork Zone, located 1.7 kilometres southwest of the Madsen mine, identified near-surface, high-grade gold mineralization situated on the same geologic contact as Madsen's high-grade 8 Zone. In 2015, 4 holes tested the southern extent of the high-grade structure and expanded the strike length to 350 metres where it remains open along strike and down dip.

New reported drill highlights include:

- **8.4 g/t gold over 1.6 metres and**
- **7.3 g/t gold over 2.5 metres in PG15-037**
(both within an interval of 3.9 g/t gold over 12.1 metres)

Additional holes intercepted mineralization associated with a new gold-bearing structure 150 metres west of the related Fork structure.

For a table of 2015 drill results to date, please click here:
<http://www.puregoldmining.ca/sites/default/files/NR1508drillresults.pdf>

For a drill map showing extent of the Fork Zone structure, please click here:
<http://www.puregoldmining.ca/sites/default/files/NR1508drillmap.pdf>

Assay composites were calculated using uncut assays and are reported as drilled widths and interpreted to vary between 70% to 100% of true widths.

The 2015 exploration program consists of ~6,000 metres focused on Russet South and the Fork Zone. Twenty-seven holes were completed with results pending for nine drill holes, all from Russet South.

QA/QC and Core Sampling Protocols

Check samples were submitted to ALS Minerals in Thunder Bay, Ontario for sample preparation by crushing to 70% less than 2mm, rotary split off 1kg, and pulverize the split to better than 85% passing 75 microns. Sample pulps are shipped to the ALS assay laboratory in North Vancouver, B.C. for gold analysis with a 30 gram fire assay and AAS finish (code Au-AA23). Samples returning >5 g/t Au are re-assayed with a gravimetric finish (code GRA21). Mineralized zones with visible gold are re-analyzed by a 1kg screen fire assay with screen to 100 microns. A duplicate 30g fire assay is conducted on the screen undersize while assaying of entire oversize fraction (code Au-SCR21). Control samples (accredited standards and blanks) were inserted on a regular basis.

Qualified Persons and 43-101 Disclosure

Darren O'Brien, P. Geo., Vice President, Exploration for the Company, is the designated Qualified Person for this news release within the meaning of National Instrument 43-101 ("NI 43-101") and has reviewed and verified that the technical information contained herein is accurate and approves of the written disclosure of same.

(1) See the National Instrument 43-101 technical report entitled "Technical Report for the Madsen Gold Project Red Lake, Ontario, Canada," prepared by SRK Consulting (Canada) Inc. dated effective February 18, 2014. Mineral Resources are not Mineral Reserves and do not have demonstrated economic viability.

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"

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