

NEWS RELEASE 15-01

JANUARY 8, 2015

**PURE GOLD INTERSECTS 7.0 g/t GOLD OVER 9.0 METRES AT MADSEN INCLUDING 26.6 g/t GOLD OVER 2.0 METRES**

***Pure Gold to commence drilling at Russet South and Fork Zone***

VANCOUVER, B.C. – Pure Gold Mining Inc. (TSX-V; PGM) (“**Pure Gold**” or the “**Company**”) is pleased to announce final drill results from the 2014 exploration program at its 100% owned Madsen Gold Project in the prolific Red Lake gold district of northwest Ontario. The results are highlighted by an intercept of **7.0 g/t gold over 9.0 metres**, including **26.6 g/t gold over 2.0 metres**, occurring approximately 35 vertical metres below surface at the Austin Zone. This hole targeted near surface mineralization on the southern, up-dip extent of the Madsen mineral resource<sup>1</sup>.

**Madsen 2014 Drill Results**

Pure Gold completed a total of 6,895 metres from 26 exploration drill holes in 2014 and has been successful in discovering high-grade mineralization in the Fork Zone, McVeigh Ramp and Austin target areas (see news releases dated October 23 and October 29, 2014 for previous results). All drilling in 2014 was conducted utilizing oriented core to help identify structural and stratigraphic controls on mineralization.

New significant assay results are reported in Table 1. These recent drill holes targeted the McVeigh Ramp and Austin target areas with the goal of improving the confidence of, and expanding the mineral resource. Several holes intersected high-grade near surface mineralization.

**Table 1 – Madsen Significant Assay Results<sup>(\*)</sup>**

Hole ID	From (m)	To (m)	Length (m)	Au (g/t)	Target
<b>PG14-014</b>	<b>279.0</b>	<b>280.0</b>	<b>1.0</b>	<b>15.5</b>	McVeigh Ramp
PG14-015	344.0	348.0	4.0	5.2	McVeigh Ramp
<b>Including:</b>	<b>346.2</b>	<b>348.0</b>	<b>1.8</b>	<b>10.1</b>	
PG14-024	40.0	49.0	9.0	7.0	Austin
<b>Including:</b>	<b>47.0</b>	<b>49.0</b>	<b>2.0</b>	<b>26.6</b>	
PG14-025	50.0	52.0	2.0	7.0	Austin
PG14-026	134.2	140.3	6.1	2.9	McVeigh Ramp
<b>Including:</b>	<b>139.0</b>	<b>140.3</b>	<b>1.3</b>	<b>5.7</b>	

(\*) Assay composites were calculated using uncut assays and are reported as drilled widths and interpreted to vary between 85% to 95% of true widths.

<sup>1</sup> For details of the Madsen mineral resource see Technical Report for the Madsen Gold Project, Red Lake, Ontario, Canada with an effective date of February 18, 2014, available on the Company’s website at [www.puregoldmining.ca](http://www.puregoldmining.ca) and under the Company’s SEDAR profile at [www.sedar.com](http://www.sedar.com).

“Our exploration drilling in 2014 has delivered high-grade intercepts in several target areas, while leading to an improved understanding of geology and structural controls on mineralization over the 50 square kilometer land package at Madsen,” stated Darin Labrenz, President and CEO of Pure Gold. “Pure Gold’s comprehensive 2014 field program has highlighted the potential of gold-bearing structures in the Fork Zone and Russet South target areas to host high grade mineralization. We look forward to drill-testing these targets in our upcoming winter drill program.”

*For a drill map of all 2014 target areas, please click here:*

<http://www.puregoldmining.ca/NR1501targetmap.pdf>

*For a complete table of drill results, please click here:*

<http://www.puregoldmining.ca/NR1501drilltable.pdf>

### **Initiation of 2015 Exploration Drill Program**

Structural and alteration mapping, soil and rock geochemical sampling and geologic interpretation have significantly advanced priority target areas to drill-ready status. At the Russet South target, located approximately 1,400 metres west of the Madsen shaft and 1,600 metres up-dip of the high-grade Madsen 8 Zone resource, several zones of strong alteration have been identified in surface outcrop where they are associated with intense shearing through the hinge of folded ultramafic stratigraphy. The occurrence of historic high-grade intercepts from within the area, mineralized shearing, quartz-carbonate-biotite alteration, and coincidental soil and rock anomalies within folded mafic-ultramafic stratigraphy, all support the 8 Zone up-dip potential of the area. The 8 Zone resource, discovered in 1969 in the footwall of the Madsen Mine, lies directly down-dip of the Russet South target area, and is associated with the same ultramafic unit that has been identified in surface mapping at Russet South.

At the Fork Zone, recently completed MMI soil sampling has returned geochemical anomalism south of recent drilling by Pure Gold, supporting the potential for down plunge extensions to previously reported high-grade intercepts. Modelling and interpretation of Pure Gold drilling in conjunction with re-logging of historic drilling in the area has been utilized to develop targets for follow-up drilling.

Pure Gold is currently preparing for a winter drill program set to commence later in January. The winter drill program will target prospective structures at both the Russet South and Fork Zone targets, with a goal of discovering new zones of high-grade mineralization along the ultramafic contact.

### **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. Results were monitored on receipt of assays by Gary Lustig, MSc, P.Geo, an independent consultant to Pure Gold and a Qualified Person as defined by National Instrument 43-101.

### **Qualified Persons**

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.

### **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 multi-million-ounce gold 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](http://www.puregoldmining.ca) and under the Company's profile at [www.sedar.com](http://www.sedar.com).

### **ON BEHALF OF THE BOARD**

"Darin Labrenz"

**Darin Labrenz, President & CEO**

### **Investor inquiries:**

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