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James Pickell, P.Geo., Appointed as a Director of Copper Reef

*Flin Flon, Manitoba, September 16, 2013.....*Copper Reef Mining Corporation (CZC.CNSX) (the "Company") is pleased to announce the appointment of Mr. James Pickell to its Board of Directors. Mr. Masson, President and CEO of the Company, welcomes Mr. Pickell to the Board, who has been a long-time colleague of Stephen Masson and Ed Thompson. The entire board is confident that "Jim's breadth of experience and expertise in many areas of exploration, especially his knowledge and success with VMS deposits in the Flin Flon Belt and elsewhere will be a tremendous asset to Copper Reef's exploration efforts on its large land holdings in the Flin Flon and Snow Lake mining camps."

Mr. Pickell is a professional geoscientist and President of Orca Geosciences Ltd., which provides technical consulting services to major, mid-tier, and junior mining companies. He has over 35 years of exploration and mining experience, primarily with Anglo American plc internationally, including Canada, Brazil, Sweden, Finland, Norway, Mexico, Alaska, continental USA, Namibia, Spain and Portugal, as well as with Hudson Bay Exploration and Development Co. Ltd. in the Flin Flon-Snow Lake Greenstone Belt of Manitoba and Saskatchewan. Mr. Pickell initiated and directed the work responsible for the discovery of several economic and near economic volcanogenic massive sulphide (VMS) and magmatic Ni-Cu-PGE deposits within and adjacent to Flin Flon and the Cape Smith (Raglan) Belt in Northern Quebec. He is associated with at least four significant mine discoveries in the Flin Flon Belt, including the large Triple Seven (777) Mine, Konuto Lake Mine, Callinan North VMS Deposits, and Namew Lake Ni-Cu-PGE Mine.

Mr. Pickell is a recipient of the prestigious PDAC Bill Dennis Prospector of the Year Award (2000) for the discovery of VMS deposits in the Flin Flon-Snow Lake Greenstone Belt. He is also currently a senior geological consultant and director for Chieftain Metals Corp. (CFB: TSX).

Copper Reef feels confident that Mr. Pickell will pick the Company up a notch or two in our efforts to explore our high level projects and large land holdings in Manitoba and Saskatchewan.

Effective September 10, 2013, Greg Campbell resigned from the board of directors of the Company for personal reasons. The Board is very grateful for his years of service and expertise. Greg will join the Advisory Board, as a technical consultant.

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The Corporation is a Canadian junior mineral exploration company with a specific focus on mineral properties in Northwest Manitoba and Northeast Saskatchewan, Canada. All of the Company's properties are currently at the exploration stage. The Company does not have any long-term debt and has assembled a portfolio of base metal and precious metal prospects, including strategic locations in the Provinces of Manitoba and Saskatchewan. The Company holds Royalties on Foran Mining's large Hanson Lake property, which hosts the large polymetallic Zn Cu Ag Au McIlvenna deposit and their Bigstone deposit, in addition to properties held by others.

Stephen L. Masson M.Sc. P.Geo.
President & CEO
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No stock exchange or securities regulatory authority has reviewed or accepted responsibility for the adequacy or accuracy of this release. Some of the statements contained in this release are forward-looking statements, such as estimates and statements that describe the Company's future plans, objectives or goals, including words to the effect that the Company or management expects a stated condition or result to occur. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and uncertainties.