



PRESS RELEASE



SFMI

MR. ALLEN SIMON TO CHAIR SILVER FALCON MINING, INC.'s (SFMI) NEWLY FORMED ADVISORY BOARD COMMITTEE

Bradenton, FL - (MARKET WIRE) – 04/23/12 -- Silver Falcon Mining, Inc. (SFMI.OTCBB) announces today that Mr. Allen Simon will chair the Company's newly established "Advisory Board Committee."

Mr. Simon, as Committee Chairman, will review, with both SFMI's Board and Officers, decisions of "Best Practices" ensuring that the Company maximizes the best possible outcomes of the Company's mining exploration, development and milling production results.

Mr. Allen Simon first started his own carpet installation business which he grew to over 100 employees. He subsequently sold that business and then opened a retail pet store in Brooklyn called [Puppy City](#) which still operates today as a family owned business. After spending several years building Puppy City, Allen decided to expand into manufacturing pet products. So in 1970, he started the company Four Paws. Under Mr. Simon's leadership, [Four Paws](#) became one of the fastest growing companies in the pet industry. He invented the Wee-Wee Pad which is the number one selling product for Four Paws today. Over the years he expanded the product lines. In the early 1990s, he purchased Cosmic Pet Products (Hagerstown, MD). Then, in the mid 1990s, he purchased Mustang Pet Products (Damascus, OH). Today, Four Paws offers a full-line of products for dogs and cats. Four Paws Products are sold in over 50 countries throughout the world. Mr. Simon is one of the most well known, renowned and respected individuals in the pet industry.

In January 1997, Mr. Simon sold Four Paws to [Central Garden & Pet \(CENT\)](#), a publicly traded company. Sales in 1997, [on Wee-Wee Pads and other Four Paws products, did approximately \\$30 million/year](#). Mr. Simon continues on with the company as President, CEO and still maintains those positions today.

In the years that followed, Mr. Simon was featured on the TV show "[The Big Idea: Donny Deutsch](#)," which aired nationally on CNBC on February 14, 2012; the Big Idea being Wee-Wee Pads. Also, Mr. Simon was also featured on the [Joan Rivers show – "How'd you Get So Rich" which aired nationally on TV Land in 2010](#).

An article about Mr. Simon was also published in the [industry magazine, Pet Business, in May 2009](#) (<http://www.petbusiness.com/articles/2009-05-01/A-Pet-Specialty-Stalwart>).

Mr. Simon, SFMI's Chairman-Advisory Board states, "As a shareholder in SFMI, I understand the term 'Shareholder Value.' I believe that my years of domestic and international business experiences can add to SFMI's team objective in being a low-cost precious metal producer.

The upside potential of SFMI's assets are limitless, and the accomplishments at SFMI that have occurred in less than 5 years of operations, sparked my interest in getting involved beyond my share ownership. I'm looking



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forward to working with Silver Falcon Mining and with their Chairman and CEO Mr. Pierre Quilliam in building value into this GOLD mining Company.”

Pierre Quilliam, CEO, SILVER FALCON MINING, INC. states, Mr. Simon is a true American success story.

His lifelong success is a testimony to his personal vision and fortitude. His career has been built on assessing opportunity, and maximizing potentials. He surely has the ‘Midas Touch,’ and is an ‘influencer’ in the business world, frequently drawing on a vast network of equally successful business leaders, giving his business endeavors expanded opportunity in any market he touches.

It is our great pleasure to welcome Mr. Allen Simon to the SFMI Team. His business acumens will bring an elevated caliber and resource to the operational on-goings at SFMI. On behalf of the Management and the Board of Directors, I want to extend a warm welcome to Mr. Simon and I look forward to working closely with Mr. Simon.”

About Silver Falcon Mining, Inc.

SFMI has mineral rights to approximately 2,000 acres on War Eagle Mountain in southern Idaho. Its 100% owned Diamond Creek Mill is situated at the foot of War Eagle Mountain and is serviced by 6.2 miles of paved roads from State Highway 78. It maintains year round access to the Sinker Tunnel which will facilitate underground mining of the rich veins crisscrossing the mountain and employs a mining oriented local workforce.

For further information, contact Mr. Richard Kaiser, Investor Relations, 757-306-6090 and/or www.silverfalconmining.com. SFMI cautions that statements made in press releases constitute forward-looking statements, and makes no guarantees of future performance and actual results/developments may differ materially from projections in forward-looking statements. Forward-looking statements are based on estimates and opinions of management at the time statements are made.

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Investor Relations
Yes International Ltd.
Attn: Rich Kaiser
3419 Virginia Beach Blvd., #252
Virginia Beach, VA 23452
Tel: 757-306-6090