



PRESS RELEASE



SFMI

SILVER FALCON MINING, INC. (SFMI) HIRES CARPE DM, INC. TO HANDLE CORPORATE MEDIA RELATIONS.

Bradenton, FL.- (MARKET WIRE) – 06/21/12 -- Silver Falcon Mining, Inc. (SFMI.OTCBB) (OTCBB:SFMI)(\$SFMI), today announced that it has hired Media Relations Firm Carpe DM, Inc. to handle ongoing communications with the press. Mr. Stuart Fine, CEO of Carpe DM, Inc., stated, “I am extremely excited at the opportunity to work with such a historic and storied group of mines. The back story and the future of this company are very exciting and should lend itself well to members of the media.”

Silver Falcon’s CEO Pierre Quilliam stated, “We are really excited to add a second media relations professional to the SFMI team. We know we have a great story and we feel that now is the perfect time for it to be told. We look forward to working with Carpe DM and getting our message out to the media.”

YES INTERNATIONAL and Carpe DM, Inc. will work closely to bring additional investment and media interest towards Silver Falcon Mining, Inc.

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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