



# PRESS RELEASE



NASDAQ OTCBB: SFMI.BB

## SILVER FALCON MINING, INC. (SFMI)

### Independent Research Firm Murphy Analytics Announces Initiation of Coverage on Silver Falcon Mining, Inc.

**Murphy, ID- (MARKET WIRE) – 09/17/10** -- Murphy Analytics (MA) has initiated coverage on Silver Falcon Mining, Inc. (OTCBB:SFMI - News). The Initiation Report contains a detailed discussion of SFMI's current and planned business operations, market dynamics, macroeconomic data and indicators, financial results, potential cash flows, and risks. The Initiation Report is available at [http://www.murphyanalytics.com/uploads/SFMI\\_Initiation](http://www.murphyanalytics.com/uploads/SFMI_Initiation).

Analyst Patrick J. Murphy, CFA notes in the report: "The financial panic of 1873 helped spur the end of productive mining on War Eagle Mountain, while today's global financial crisis and the corresponding fiscal and monetary response are driving gold prices higher and creating the potential for highly profitable mining projects on War Eagle Mountain and elsewhere. Moreover, the real economic growth taking place in the developing economies seems likely to maintain upward pressure on gold and other commodity prices for the foreseeable future. . . As SFMI continues to make progress on the confirmation phase of its development plan, MA expects the magnitude of the Company's opportunity on War Eagle Mountain will become apparent providing visibility into significantly larger revenues and profitability."

#### About Murphy Analytics:

Murphy Analytics is an independent investment research firm providing coverage of microcap and smallcap stocks. Utilizing institutional caliber, fundamental, bottom-up analysis, Murphy Analytics helps investors make informed investment decisions about equities without extensive analyst coverage, with a focus on small-cap and micro-cap public stocks. Murphy Analytics LLC is owned by Patrick J. Murphy, who has over 15 years of capital markets experience, providing institutional investment and transaction analysis across a range of asset classes including microcap equities, commercial real estate debt and equity, municipal derivatives and public finance, venture capital, fixed income, CMBS and mortgage REIT's.

Disclosure: Murphy Analytics (MA) was compensated \$8,500 in advance of the publication of this report. Neither MA nor the analyst owns or trades the shares of covered companies. Statements herein may contain forward-looking statements and are subject to significant risks and uncertainties affecting results. MA provides no assurance as to the subject company's plans or ability to effect proposed actions and cannot project capabilities, intent, resources, or experience. This report is neither a solicitation to buy nor an offer to sell securities and is to be used for informational purposes only and should not be used as basis for investment decisions. MA is not an investment advisor or broker/dealer and this report does not provide investment advice.

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Silver Falcon Mining, Inc. cautions that the statements made in this press release constitute forward-looking statements, and not guarantees of future performance and actual results or developments may differ materially from the projections in the forward-looking statements. Forward-looking statements are based on the estimates and opinions of management at the time the statements are made.

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