



PRESS RELEASE



NASDAQ OTCBB: SFMI.PK

SILVER FALCON MINING, INC. (SFMI) Mill Manager Begins Position; Mill Circuit Equipment Assembled.

Murphy, ID- (MARKET WIRE) – 01/14/10 -- Silver Falcon Mining, Inc. (OTC:SFMI.PK) announces that its Diamond Creek mill manager has taken his permanent position as the [Company's new mill manager](#). He is busy acquainting himself with his new mill office and plant. The Company's newly hired mill manager lives nearby which will ensure immediate response necessary for productive mill operations. Additional corporate administrative office personnel have been hired and will start as soon as their presence is required on-site.

The Company further announces that its mill circuit and other equipment is being checked and assembled on its mill site in Owyhee County, Idaho.

The weather is still cooperating with SFMI, leaving the mountain with only a dusting of snow and the Company anticipates that transport of [the ore from the War Eagle Mountain's tailing piles](#) will recommence during Spring 2010.

SFMI has received its "no further comments" letter from the [United States Securities and Exchange Commission](#) and is now awaiting [FINRA's](#) listing of its symbol onto the [Nasdaq Bulletin Board \(OTCBB\)](#).

Mr. Pierre Quilliam, President of Silver Falcon Mining, Inc., said, "After three years of arduous work, our persistence has paid off and we now have a junior gold and silver producer poised to take off with modern equipment to conquer the riches of WAR EAGLE MOUNTAIN."

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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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