

October 6, 2015



Pershing Resources Company Announces Launch of New Corporate Website

The New Website Provides Greater Corporate Transparency and Showcases the Company's Progress in a User-Friendly Platform for Investors

RENO, NV--(Marketwired - October 06, 2015) - Pershing Resources Company (OTC PINK: PSGR), unveiled its new website on October 6th. The site, www.pershingpm.com, incorporates numerous features to make browsing a more streamlined and informative experience for the Company's current and potential investors. Major features of the new site include, more detailed information on the Company's properties and projects and an Investor Relations section with features immediate posting of the Company's press releases as they are issued. Stock information and data such as quotes, charts and historical prices are updated on demand with a 20-minute delay and the Company's financial tear sheet is updated daily after the market close. In the near future the "Investors" section will also feature automated posting of regulatory filings, XBRL data, Insider Section 16 filings and detailed annual as well as quarterly financial statements. There is also an IR calendar which will feature upcoming events, presentations, and media coverage.

Steve Plumb, Chief Executive Officer of Pershing Resources, said, "A significant part of our mission is presenting those interested in the company with the information they want in the quickest and most organized way. We believe our new website advances this goal by presenting information on our company, our properties and our project activities in an attractive and easy-to-access format. As our primary method of communication, our new online portal accurately reflects the progress and innovations we continue to make as we advance the company to a revenue producing operation"

Mr. Plumb continued, "A major goal for the new website is to increase our level of corporate transparency for the benefit of our shareholders and prospective investors. We are confident that the new website succeeds in furthering this transparency. Furthermore, the website allows us to archive an extensive range of corporate materials and information that can be easily searched and accessed by any user at any time. As always, the Company appreciates the feedback we have received from shareholders and we welcome your comments and suggestions on all aspects of our operations."

Pershing Resources engaged Equisolve Inc. to design, develop and provide ongoing management for the new website. [Equisolve](#) is the leading company delivering cutting edge communications solutions for public companies by integrating the company's corporate website and IR website on a single platform.

To make sure you receive timely information on Pershing Resources when it hits the

newswire, sign up for Pershing Resources' email news alert system today at:
<http://ir.pershingpm.com>

Safe Harbor Statement

The information contained in this press release as well as the information on the discussed website is provided solely for the reader's general knowledge. The information contained herein is not intended to be a comprehensive review of all matters pertaining to Pershing Resources Company. Potential investors should be aware that certain statements included herein constitute "forward looking statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995. Such forward looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance and/or achievements of Pershing Resources Company or of the gold mining industry to be materially different from future results, performance and/or achievements expressed or implied by those forward looking statements. These risks, uncertainties and other factors include, but are not limited to, changes in the worldwide price of gold or certain other commodities and currencies and the risks involved in the exploration, development and the mining business in general.

About Pershing Resources

Pershing Resources Company is a development stage precious metals producer, focused on precious metal ores and mining projects located primarily in Nevada and Arizona. The Company is based in Reno, Nevada and, has established a pilot mill and development facility near Kingman, Arizona.

Our strategy is built on three basic components. The first component involves the acquisition of U.S. domestic properties near mines with historical precious metals production. The second component is the development of projects with high tonnage and commercially viable grades of precious metals with proximity to historical occurrences. The third component focuses on the application of leading edge technologies to develop highly efficient and environmentally favorable milling and extraction processes. This three-tier strategy supports our short and long term goals of profitability and growing shareholder value through expansion. Supplemental to our overall strategy and to achieve our goals, we are focused on five key attributes. Those being; the pursuit of quality growth, maintaining low cash costs, prudent financing and fiduciary practices, establishing and building a strong balance sheet and conducting business in a responsible manner.

The Company's current assets are comprised of three properties with projects currently in progress. The largest being 55 claims on a site totaling 1,100 acres near Lovelock, Nevada known as [the Marco Project](#). The Marco Claims were acquired in 2004. Two additional projects were acquired in the first half of 2015. [The New Enterprise Project](#) is comprised of 8 claims on a site totaling 160 acres near Kingman, Arizona. [The Gold Lake Project](#) is comprised of 2 claims also near Kingman, Arizona.

All of the properties mentioned have been previously mined and more recently re-assayed and explored for target areas for new mining. The Company is presently in various stages of exploration, planning and pre-production on each these properties. Pershing Resources is committed to responsible mining practices and, is well positioned to deliver sustained growth and performance for years to come.

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