JAGUAR UPDATES EQUITY INTEREST IN ALTERNATIVE EARTH RESOURCES

TORONTO, CANADA – January 23, 2015 – Jaguar Financial Corporation (JFC - TSXV) ("Jaguar") or the "Company") announced it has acquired an additional 383,000 common shares of Alternative Earth Resources Inc. ("Alternative Earth") (AER – TSXV) for an aggregate purchase price of $30,480. After giving effect to this purchase of common shares, Jaguar owns in the aggregate 3,104,900 common shares of Alternative Earth, representing approximately 12.68% of the common shares outstanding.

In addition, Kingship Capital Corp. ("Kingship") owns 650,000 common shares of Alternative Earth and is acting jointly and in concert with Jaguar. Therefore Jaguar and Kingship (collectively the "Joint Actors"), directly own an aggregate of 3,754,900 common shares of Alternative Earth, representing approximately 15.34% of the total outstanding common shares.

Jaguar on behalf of the Joint Actors will seek to implement a value creation option hopefully by working cooperatively with the management and Board of Directors. These value creation options could include, without limitation, the declaration of a dividend of substantially all or all its cash resources, an issuer bid by Alternative Earth to acquire substantially all the issued shares, a sale of Alternative Earth or some other merger or acquisition transaction. The Joint Actors may acquire additional common shares of Alternative Earth or sell any of its common shares, by private agreement, in the market or otherwise, depending on price, availability and general market conditions.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

About Jaguar Financial Corporation

Jaguar is a Canadian merchant bank that generally invests in undervalued, overlooked and underappreciated public companies where Jaguar determines that one or more changes could be made to create shareholder value.

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