



Sierra Iron Ore

NEWS RELEASE

April 1, 2015

Symbol: TSXV: NAA

OTC: SIOCF

Tom Cat Exploration Program

VANCOUVER, BC – Sierra Iron Ore Corporation (Symbol: NAA-TSXV/ SIOCF) (*the "Company"*) is pleased to announce a corporate update on the Tom Cat property (the "Property") located 30 kms southeast of Merritt and within the historic Aspen Grove mining camp in south central British Columbia. The Property is comprised of eight contiguous mineral claims covering an area of 3,537 hectares.

The Aspen Grove area was recognized for its potential in developing economic mineral deposits since the initial discovery of copper mineralization in the late 1880's. The recognition was later progressively justified with the perseverance of exploration to the development of productive mineral resources at the recently reactivated Copper Mountain mine 50 kilometres to the south and the world class Highland Valley mine 80 kilometres to the north, in addition to other producers, past producers and pending producers within this prime geological porphyry belt.

The ground covered by the Property has been explored by prospecting and trenching since 1906 resulting in the discovery of nine documented mineral prospects and/or showings. Continued exploration on the Tom Cat showing resulted in a 1965 Pyramid Mining drill intersection of 45.7 meters of 0.32% copper. In 2006 & 2007 exploration by Bold Ventures resulted in the delineation of variable chargeability IP drill targets followed by a the diamond drilling on the Tom Cat showing which confirmed the historic result in the intersection of 4.4 metres of 0.54% copper in a 40 metre section of mineralization. In one of the nine holes drilled a -50° drill hole (K07-05) 650 metres north of the Tom Cat was terminated in progressively altered volcanics indicating a potential intrusive contact.

A 2015 diamond drilling program is planned for the Property. The first drill hole is proposed for a location 600 metres north-northwest of the Tom Cat showing near the AR2 mineral showing where a 0.5 metre sample from a volcanic shear zone reportedly (Minfile) returned a assay of 0.5% copper and where the 2006 IP survey indicated a progressively increasing chargeability to 12-14ms at the 300 metre level.

The initial drill hole is proposed for a 500 metre depth to test for a potential mineralized intrusive indicated from the 2006 K05-07 drill hole, the possible surface seepage in the shear zone of the AR2 mineral showing, and by the anomalous IP zone at a 300 metre depth.

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The degree of mineralization and potential for a copper mineral zones is indicated on the properties adjacent to the Property. To the north, Minfile records report an an inferred 1.8 million tonnes of 1.00% copper on the Paycinci developed prospect and a drill indicated 54,000 tonnes of 0.876% copper on the Cincinnatti. To the south at the Par prospect, Minfile records report a historical non-compliant assay from a trench over various samples taken on 116 meters averaged 0.64% copper. (NOTE: Historic records cannot be relied upon unless verified in accordance with N I43-101.)

Based on the historical data above and work completed on the property by Laurence Sookchoff, P. Eng, the Company is applying to reactivate a previously issued permit for diamond drilling on the Property.

The Tom Cat diamond drill program is proposed to commence on or around June 15, 2015.

Laurence Sookchoff, P. Eng., a Qualified Person (QP) as defined by National Instrument Policy 43-101, is responsible for the technical information contained in this News Release.

On behalf of The Board of Directors of Sierra Iron Ore Corporation.

Wally Boguski, President/CEO

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