

HARDER & COMPANY *

**operating through a law corporation*

July 10, 2015

By SEDAR

All Applicable Commissions

CDS Inc.

TSX Venture Exchange

British Columbia Securities Commission

PO Box 10142 Pacific Centre

701 West Georgia Street

Vancouver, BC

V7Y 1L2

Re: Sierra Iron Ore Corporation (the “Company”)

We advise the following with respect to the upcoming Meeting of Shareholders for the Company:

- | | | | |
|-----|--|---|------------------------------------|
| 1. | Meeting Type | : | Annual General and Special Meeting |
| 2. | Meeting Date | : | September 8, 2015 |
| 3. | Meeting Location | : | Vancouver, BC |
| 4. | CUSIP/ISIN | : | 826330102 / CA8263301027 |
| 5. | Record Date for Notice | : | August 4, 2015 |
| 6. | Record Date for Voting | : | August 4, 2015 |
| 7. | Beneficial Ownership Determination Date | : | August 4, 2015 |
| 8. | Class of Securities entitled to Receive Notice | : | Common |
| 9. | Class of Securities entitled to Vote | : | Common |
| 10. | OBO Distribution Payment | : | Issuer will not pay for OBO's |
| 11. | Material Distributed to | : | Non-Declining Holders Only |
| 12. | Notice and Access (NAA) Requirements: | | |
| | NAA for Beneficial Holders | : | No |
| | Beneficial Holders Stratification Criteria | : | n/a |
| | NAA for Registered Holders | : | No |
| | Registered Holders Stratification Criteria | : | n/a |

Yours sincerely,

HARDER & COMPANY

Per: “Glen Harder”

Glen Harder

cc: Computershare Investor Services Inc.

cc: Sierra Iron Ore Corporation