



Pele Mountain Appoints Martin S. Cooper As Vice President of Aboriginal Affairs

Trading Symbol: TSX Venture : **GEM**
OTCQX : **GOLDF**
Shares Outstanding: **173,523,598**

FOR IMMEDIATE RELEASE

September 25, 2014 - Toronto - Pele Mountain Resources Inc. (TSX Venture: **GEM**; OTCQX: **GOLDF**) ("**Pele**" or the "**Company**") is pleased to announce the appointment of Martin S. Cooper to the position of Vice-President of Aboriginal Affairs.

Mr. Cooper is a Professional Archaeologist with over 30 years of experience in the area of Aboriginal Cultural Heritage and Engagement. He is a Partner and Senior Archaeologist with Archaeological Services Inc., one of the largest Cultural Heritage firms in Canada. Mr. Cooper has been a Director of Pele Mountain Resources for the past 18 years where he has managed Pele's Aboriginal engagement and land management programs.

Al Shefsky, President of Pele stated "The appointment of Mr. Cooper to the position of Vice President of Aboriginal Affairs highlights Pele's commitment to effective and meaningful engagement with Aboriginal communities as Pele advances its early-to-market critical rare earth strategy in Elliot Lake."

Mr. Cooper has been instrumental in establishing Pele's corporate culture of respect for inherent and Treaty rights. Pele understands and recognizes the principles of sharing and mutual benefit as envisioned in the 1850 Robinson Huron Treaty as a basis for collaboration on sustainable development in the Territory.

In keeping with the modernization of the Mining Act and the spirit of the Treaty, Pele believes the time has come to acknowledge First Nation jurisdiction as it relates to sustainable development in the Territory. Accordingly, Pele welcomes the invitation to engage in the Serpent River First Nation Environmental Review Panel process.

Following a recent round table discussion on sustainable development in the Territory, which included Pele's participation, Chief Isadore Day, Wiindawtegowinini of Serpent River First Nation stated, "Our vision is to move forward together in the Territory and to ensure that economic development advances in a way that safeguards the environment and delivers benefits that can support a good life for our people. Our Treaty with the Crown remains sacred".

Pele is collaborating with all levels of government, local First Nations, companies in the private sector, and academia to advance the sustainable development of an early-to-market critical rare earth supply chain in Elliot Lake.

About Pele

Pele Mountain Resources is focused on the sustainable development of its 100-percent owned Eco Ridge Mine Rare Earths and Uranium Project. Eco Ridge is located in Elliot Lake, the only Canadian mining camp to have ever achieved commercial rare earth production. With well-understood geology and mineralogy, excellent regional infrastructure, and strong local support, Eco Ridge is an ideal location for the development of a safe, secure, and reliable long-term supply of critical rare earths and uranium. Pele's shares are listed on the TSX Venture Exchange under the symbol "**GEM**" and on the OTCQX under the symbol "**GOLDF**".

For further information please contact Al Shefsky, President, at (800) 315-7353, or visit the Pele website at www.pelemountain.com.

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. Some of the statements contained in this release are forward-looking statements, such as estimates and statements that describe Pele's future plans, objectives or goals, including words to the effect that Pele or management expects a stated condition or result to occur. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and uncertainties. Actual results in each case could differ materially from those currently anticipated in such statements. The economic viability of the 43-101 mineral resource at Pele's Elliot Lake Project has not yet been demonstrated by a preliminary feasibility study.