



FireFox Gold Appoints Julie Lassonde To Its Board Of Directors

VANCOUVER, BC – (**January 23, 2018**) – FireFox Gold Corp. (“FireFox” or the “Company”) is pleased to announce that Ms. Julie Lassonde has joined the team as an independent director of the Company.

After training in civil engineering at Queen’s University, Ms. Lassonde has accumulated more than twenty years experience in the banking and mining industries. She began her career at Macquarie Bank, where she worked for a total of six years, focusing on foreign exchange and financial analysis. Over the last ten years, she has acted as an executive or director for 8 junior mining companies, including leadership roles as president or CEO at Takara Resources, Garson Gold Corp., and Shear Diamonds. At Garson Gold Corp., Ms. Lassonde identified the buyer and negotiated the successful sale of the company to Alexis Minerals at a considerable premium to market. She also has significant experience in building teams and start-up companies. In addition to her current role as a governor of York University, she has also served on several charitable boards (including the Lassonde Family Trust) and foundations. Julie also currently serves on the board of Calibre Mining Company.

Patrick Highsmith, Chairman of FireFox Gold Corp., commented on the Company’s new team member, *“We are very pleased to welcome Julie Lassonde to the FireFox board. Julie has a deep understanding of how to realize value for investors through gold discovery. We can see in Julie’s career a tendency towards focus and action. Her experience, intellect, and network will be valuable assets for our new company. With this appointment, we continue a very exciting growth story for FireFox. Over the last 4 months, we have built up our portfolio of assets in Finland, bolstered the Company’s finances with strong new investors, and now we are capping off the team with top tier independent directors.”*

Pursuant to the Company’s incentive stock option plan, FireFox is granting 250,000 options (the “Options”) to a director to purchase common shares of the Company. The exercise price of the Options is \$0.30 per share, and they expire five years from the date of issuance. Vesting of these Options is contingent upon shareholder approval of the Company’s stock option plan, which will be under consideration at the next annual general meeting of shareholders.

About FireFox Gold Corp.

FireFox is an unlisted reporting issuer in British Columbia and is focused entirely on gold exploration in Finland. The Company has entered into an option agreement with Magnus Minerals Ltd., a private prospect generator company in Finland, through which it has an option to acquire 100% interest in three projects (subject to a NSR royalty) that currently encompass approximately 67,000 hectares. In order to complete the option, the Company must invest CAD \$2.5 million in exploration on the properties and make cash payments to Magnus of CAD \$250,000 over a three-year period (See Silverstone Resources Corp. news release dated Aug 2, 2017).



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Finland is one of the top mining jurisdictions in the world as indicated by its 5th ranking in the 2016 Fraser Institute Survey of Mining Companies. Having a strong mining law and long mining tradition, Finland remains underexplored for gold. Recent exploration results in the country have highlighted its prospectivity, and FireFox is proud to have a Finland-based CEO and technical team.

On behalf of the Board of Directors,

“Carl Lo fberg”
Chief Executive Officer

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Forward Looking Statements: The information in this news release contains forward looking statements that are subject to a number of known and unknown risks, uncertainties and other factors that may cause actual results to differ materially from those anticipated in our forward looking statements. Factors that could cause such differences include: changes in world commodity markets, equity markets, costs and supply of materials relevant to the mining industry, change in government and changes to regulations affecting the mining industry. Forward-looking statements in this release may include statements regarding future exploration programs and the timing thereof including maiden drill targets, operation plans and Finnish mining prospects. Although we believe the expectations reflected in our forward looking statements are reasonable, results may vary. The forward-looking statements contained in this press release represent the expectations of FireFox as of the date of this press release and, accordingly, are subject to change after such date. Readers should not place undue importance on forward-looking statements and should not rely upon this information as of any other date. FireFox does not undertake to update this information at any particular time except as required in accordance with applicable laws.

It should also be noted that while FireFox's properties are sometimes adjacent to or nearby operating or historic gold mines or active gold projects being advanced by other companies, the mineralization on properties nearby FireFox's land packages is not necessarily indicative of mineralization on FireFox's properties.

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