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EXPLORATION BEGINS AT EMPIRE'S FOX CREEK ALBERTA LITHIUM PROJECT

Empire Rock Minerals Inc. ("Empire") is pleased to announce exploration at its Fox Creek Lithium Brine Project has commenced. Empire's Fox Creek Lithium Brine Project covers the lithium and potassium enriched, petroleum producing, Beaverhill Lake Brine aquifer in Alberta, Canada.

Empire's initial exploration consists of sampling formation water ("brine") of existing and producing oil and gas wells to confirm concentrations of lithium, potassium, boron, bromine and other important elements in the Devonian aged Beaverhill Lake Brine reservoir/aquifer underlying Empire's Fox Creek Land holdings.

APEX Geoscience Ltd. is supervising, co-ordinating and conducting the brine sampling program in conjunction with a number of oil and gas producers in the region. Brine collected from 10 to 15 separate wells will undergo geochemical analysis by Maxxam Analytics Inc. at its Petroleum Technology Center located in Edmonton, Alberta.

Recent government and industry sampling of brine underlying Empire's Fox Creek Lithium Brine Project have yielded some of the highest modern recorded concentrations of lithium, potassium and other elements of interest in Alberta and the Fox Creek area.

Formation water samples with greater than 75 ppm and up to 112 ppm lithium from nine separate wells over an area of more than 200 square kilometers were reported from 2010-2012 by a previous owner. Samples documented from within just one of Empire's 37 permits, the 100% owned Well Permit at Fox Creek yielded up to 5,610 ppm potassium, 223 ppm boron and 412 ppm bromine. Empire's initial programs objective is verification of previously reported historical concentrations of lithium and other elements for a small portion of Empire's Fox Creek land area.

Empire's Fox Creek Lithium Project covers a large target area of more than 758,000 contiguous acres (307,000 hectares) including numerous producing Devonian oil and gas fields. The 100% owned Well Permit alone is 6,912 hectares or 17,080 acres. Empire owns a 70% interest in 37 metallic and industrial mineral permits at Fox Creek. With these recent acquisitions Empire has assembled the rights to explore for and potentially extract lithium, potassium, boron, bromine

and other important elements from the Beaverhill Lake Group formation water/brine. Empire believes the lithium-enriched brine produced as a byproduct by existing and producing oil and gas wells within the reservoir/aquifer of the Beaverhill Lake Brine constitutes an important and significant commercial opportunity for the production of lithium carbonate and other desired elements.

Empire's Fox Creek metallic and industrial mineral permits also give Empire the right to explore for and potentially mine other minerals such as gold, silver and diamonds over the 307,000 hectares (758,000 acres) Fox Creek project area.

Alberta, and in particular Fox Creek, has a wealth of tremendously knowledgeable and experienced workers and consultants.

Fox Creek's Devonian-aged Beaverhill Lake aquifer underlying Empire's Fox Creek Lithium Project has been, and continues to be, a prolific petroleum producer. Existing wells are potentially available to assist in lithium production from the same brines that currently produce petroleum products.

Empire is a Canadian exploration and development company focused on the emerging green energy sector. Empire also owns a 100% interest in the Buck Lake platinum, palladium, nickel discovery located 25 km west of the Lac des Iles mine at Thunder Bay, Ontario, Canada; an interest in the Graphite West Project - a prospective hydrothermal graphite exploration target located immediately west of Zenyatta Ventures Ltd.'s Albany hydrothermal graphite deposit; and an interest in the Gwyn Lake gold property in Ontario. Empire's common shares are listed and called for trading on the TSX Venture Exchange with the trading symbol "EPR".

The technical content of this news release has been reviewed and approved by Mr. Michael Dufresne, M.Sc. P.Geol. of APEX Geoscience Ltd., an Independent Qualified Person as defined by National Instrument 43-101.

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EMPIRE ROCK MINERALS INC.

PER: "James Boyce"

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Director

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or the accuracy of this release. Cautionary Note to US Investors: This news release may contain information about adjacent properties on which we have no right to explore or mine. We advise U.S. investors that the SEC's mining guidelines strictly prohibit information of this type in documents filed with the SEC. U.S. investors are cautioned that mineral deposits on adjacent properties are not indicative of mineral deposits on our properties. This news release may contain forward-looking statements including but not limited to comments regarding the timing and content of upcoming work programs, geological interpretations, receipt of property titles, potential mineral recovery processes, etc. Forward-looking statements address future events and conditions and therefore involve inherent risks and uncertainties. Actual results may differ materially from those currently anticipated in such statements.