

Electra Gold Ltd. Engages Strategic Jade Consultant

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VANCOUVER, BC / ACCESSWIRE / February 17, 2015 / [Electra Gold Ltd.](#) (TSX-V: ELT) (FSE: A14NCM) (the "Company" or "Electra") is pleased to announce that the Company has retained the services of a strategic consultant with significant ties to Asian markets in order to develop a comprehensive plan leveraging the development of the "Rustic Jade Project" located within the Liard Mining Division near Cassiar, British Columbia.

- The focus is to develop a comprehensive strategy that incorporates a business model which will produce a sustainable, profitable, long term business.
- Through this strategy Electra hopes to develop expertise in consumer products, manufacturing, wholesale, retail, as well as a significant strategic distribution partner from Asia, and preferably China.
- This plan will involve aligning Electra's strategic initiatives with the initiatives of an investing group that will bring capabilities and leverage to a mutually beneficial equity relationship.
- The goal is to produce specifically targeted presentation materials, financing structures, and strategies to enable the execution of this contemplated series of financings. Specifically a business plan outlining the steps to achieve a vertically integrated business model for raw jade through to a finished consumer product.

The "Rustic Jade Project" is approximately 25km north of the town of Cassiar and falls within a similar structural geology of the currently producing Cassiar Jade mine.

Additional information on BC Jade and Electra's project can be found below.

Jade Brochure

http://electragoldltd.com/projects/Jade/Jade_Fact_Sheet.pdf

For further information or interests on BC Jade or Electra Stone please contact Tyler Lowes at tyler@electrastone.com or call 604-681-1568.

On behalf of the Board of Directors

"John Costigan"
President and Director

Forward-Looking Statements:

This press release contains forward-looking information or forward-looking statements (collectively "forward-looking information") within the meaning of applicable securities laws. Forward-looking information is typically identified by words such as: "believe", "hopes", "anticipate", "intend", "estimate", "proposed", "postulate" "develop" and similar expressions, or are those, which, by their nature, refer to future events. The Company cautions investors that any forward-looking information provided by the Company is not a guarantee of future results or performance, and that actual results may differ materially from those in forward-looking information as a result of various factors. The reader is referred to the Company's public filings for a more complete discussion of such risk factors and their potential effects which may be accessed through the Company's profile on SEDAR at www.sedar.com.

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