



TSXV: SXL

SLAM Investor Awareness Campaign Airing on BNN with BTV

SLAM Targets The Mineral Potential Of New Brunswick

For Immediate Release, September 28, 2017

Miramichi, New Brunswick - SLAM Exploration Ltd. (TSXV: SXL) (“SLAM” or the “Company”) is pleased to announce, through BTV-Business Television, the launch of a branding and awareness campaign to begin on BNN. BTV and CEO Clips profiles innovative publicly traded companies in North America and features a 15 to 30 second spot on SLAM to broadcast on BNN. To view, click <http://www.b-tv.com/slam-exploration-commercial-15sec/>.

About SLAM Exploration Ltd:

SLAM is a project generating company that holds an NSR royalty on the Superjack, Nash Creek and Coulee zinc-lead-copper-silver deposits in addition to a 20,000 hectare portfolio of base metal properties in the Bathurst Mining Camp (“BMC”) of New Brunswick. SLAM utilizes its extensive BMC mineral database to explore and develop properties in this historic mineral region. Other projects include the Menneval gold project and the Reserve Creek and Miminiska gold projects in Ontario. Additional information about SLAM and its projects is available at www.slamexploration.com or from SEDAR filings at www.sedar.com. Follow us on twitter @SLAMGold.

About BNN and BTV:

BNN - Business News Network is Canada's only television service devoted exclusively to business and finance news with wall-to-wall coverage of the markets providing Canadian investors with the latest business news, newsmaker interviews and stock market analyses. BTV-Business Television and CEO Clips produce and house the largest library of company video features and campaigns for publicly traded companies for broadcast on TV and financial sites. Contact info@b-tv.com

BMC Properties: SLAM owns a number of properties in the BMC including the Connector, Lower 44, North Rim, Satellite, LBM, Nine Mile, Otter and Bear projects where SLAM continues with preliminary exploration activities to locate historic occurrences and identify drilling targets. SLAM selected these properties for acquisition based on a database that covers the entire BMC district. The Company intends to focus on the zinc, lead, copper and silver potential of this mineral producing region.

Joint Venture/Earn-In Opportunity: SLAM has a portfolio of zinc-lead-silver properties available for joint venture or earn-in agreements in the Bathurst Mining Camp of New Brunswick. These include the properties described above as well as Costigan and other properties with mineral potential demonstrated by previous drilling results. For additional information, call Mike Taylor 506-623-8960.

Qualifying Statements: Mike Taylor, P.Geo. President and CEO of SLAM Exploration Ltd., as the Qualified Person, approves the scientific and technical disclosure in the news release.

Certain information in this press release may constitute forward-looking information, including statements that address the Private Placement, the closing of the Private Placement, future production, reserve potential, exploration and development activities and events or developments that the Company expects. This information is based on current expectations that are subject to significant risks and uncertainties that are difficult to predict. Actual results might differ materially from results suggested in any forward-looking statements. The Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward looking-statements unless and until required by securities laws applicable to the Company. There are a number of risk factors that could cause future results to differ materially from those described herein. Information identifying risks and uncertainties is contained in the Company's filings with the Canadian securities regulators, which filings are available at www.sedar.com. Neither the TSXV nor its Regulation Services Provider (as that term is defined in the policies of the TSXV) accepts responsibility for the adequacy or accuracy of this release.

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