

# AFFINITY GOLD CORP.

13570 Grove Drive #310  
Maple Grove, MN 55311

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**Symbol: AFYG – Pinksheets**

**March 20, 2014**

## **NEWS RELEASE**

### **AFFINITY GOLD CORP. ANNOUNCES LAUNCH OF SOCIAL MEDIA STRATEGY**

**Maple Grove, Minnesota – March 20, 2014** – Affinity Gold Corp. (AFYG.pk) (“Affinity” or “the Company”) is pleased to announce the launch of its social media strategy, including the unveiling of its Facebook, Twitter, Google+ and LinkedIn pages. The Company plans to use its social media platform as a means to inform, educate and engage its shareholders and investors in a meaningful way offering closer access to knowledge and expertise in the mining industry.

“Customers expect constant communication with brands today, therefore, we feel it’s important to create and implement a social media strategy to allow our shareholders around the world the opportunity to access information about the company 24/7. Our goal is to offer multiple venues through which existing shareholders and investors can reach out to the Company, ask questions, learn more and be engaged. Not only will social media help us leverage our position as a thought leader in the industry and allow for better communication in the market and with shareholders / investors, we’ll also be able to connect and engage in a more efficient way,” said Corey Sandberg, CEO of Affinity Gold Corp.

By utilizing the global platform and immediate connectivity of social media, Affinity has the ability to display the company culture, project updates, new opportunities and monthly shareholder conference call details. Affinity is a global company, and by implementing social media, it has the opportunity to interact with and respond to shareholders, investors and the market immediately to keep them apprised of the most up-to-date information in the industry.

Beyond its implementation of a social media strategy, Affinity is currently in the process of developing a four-part CEO interview video series that will share Affinity’s story and future potential in a very compelling manner.

“I can’t express enough how pleased and grateful I am to have the shareholder base we do today. Affinity has been, and continues to cultivate a shareholder base with a long-term outlook and understanding of our business model and opportunity. I want to especially thank all of those who continue to ask the hard questions, email me with suggestions and ideas to add value and those who simply add value without even asking. I see this as confirmation we are truly doing something that resonates with others and the Company is headed in the right direction,” stated Mr. Sandberg.

#### **About Affinity Gold Corp.:**

Affinity Gold Corp. is a mineral exploration and development company engaged in the acquisition and

development of near-term precious mineral production properties within Peru. Affinity Gold Corp.'s primary focus is on developing assets that have demonstrated historical production, contain documented and reliable data and can reasonably begin producing within 12-18 months at a cost of less than \$900 per gold equivalent ounce.

[www.affinitygold.com](http://www.affinitygold.com)

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*For further information please refer to the Company's filings with the SEC on EDGAR available at [www.sec.gov](http://www.sec.gov)*

#### **FORWARD-LOOKING STATEMENTS**

This news release may include "forward-looking statements" regarding Affinity Gold Corp., and its subsidiaries, business and project plans. Such forward-looking statements are within the meaning of Section 27A of the Securities Act of 1933, as amended, and section 21E of the United States Securities and Exchange Act of 1934, as amended, and are intended to be covered by the safe harbor created by such sections. Where Affinity Gold Corp. expresses or implies an expectation or belief as to future events or results, such expectation or belief is believed to have a reasonable basis. However, forward-looking statements are subject to risks, uncertainties and other factors, which could cause actual results to differ materially from future results expressed, projected or implied by such forward-looking statements. Affinity Gold Corp. does not undertake any obligation to update any forward-looking statement, except as required under applicable law.