

Pershing Gold to Exhibit at 2017 Prospectors & Developers Association of Canada International Convention & Investors Exchange

LAKEWOOD, Colo., March 2, 2017 (PR NEWSWIRE)— Pershing Gold Corporation (NASDAQ:PGLC) (TSX: PGLC) (FWB:7PG1) ("Pershing Gold" or the "Company" - http://www.commodity-tv.net/c/mid,36622,VRIC_2017/?v=297268), the emerging Nevada gold producer advancing the Relief Canyon Mine, today announces that it will be exhibiting at the 2017 Prospectors & Developers Association of Canada International Convention ("PDAC").

PDAC will be held March 5-8, 2017 at the Metro Toronto Convention Centre in Toronto, Ontario. Pershing Gold invites all interested investors to visit the Company at booth #2646 in the Investor's Exchange at PDAC.

About Pershing Gold Corporation

Pershing Gold is an emerging gold producer whose primary asset is the Relief Canyon Mine in Pershing County, Nevada. Relief Canyon includes three historic open-pit mines and a state-of-the-art, fully permitted and constructed heap-leach processing facility. Pershing Gold is currently permitted to resume mining at Relief Canyon under the existing Plan of Operations.

Pershing Gold's landholdings cover approximately 25,000 acres that include the Relief Canyon Mine asset and lands surrounding the mine in all directions. This land package provides Pershing Gold with the opportunity to expand the Relief Canyon Mine deposit and to explore and make new discoveries on nearby lands.

Pershing Gold is listed on the NASDAQ Global Market and the Toronto Stock Exchange under the symbol PGLC and on the Frankfurt Stock Exchange under the symbol 7PG1.

Contact Information

For more information, please contact:

Stephen Alfers, Executive Chairman, President and CEO Jack Perkins, Vice President, Investor Relations 720.974.7254 investors@pershinggold.com www.PershingGold.com

In Europe: Swiss Resource Capital AG Jochen Staiger info@resource-capital.ch www.resource-capital.ch