Sienna Gold Inc. Announces IR Appointment

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CALGARY, Nov. 7, 2012 - Sienna Gold Inc ("Sienna" or the "Company") (TSX VENTURE:SGP) (LMA:SGP) wishes to announce that it has, subject to regulatory approval, entered into a consulting agreement with FronTier Consulting Ltd., of Toronto, Ontario such that FronTier will provide investor relations services for the Company. The initial term of the agreement is for 6 months at a total cost of $48,000, with it reverting to a month to month basis thereafter. FronTier may also participate in the market for its own account from time to time as a market maker.

Sienna Gold Inc. is a gold exploration company with property interests in Peru. Its key prospect is the Igor Mine Project, a formerly producing mine that the Company is exploring further.

The Company is excited to be working with FronTier, and feels that they will help in getting the Company in front of more investors, and exposing our IGOR assets to more individuals, which should in turn create market awareness for the Company.

If you wish any further information, please feel free to contact John Rucci at any of the contact points noted above.

John M Rucci
President

Advisory

Certain statements and information contained in this press release contain forward-looking statements. In particular, this press release contains statements concerning the anticipated use of proceeds. All statements other than statements of historical fact may be forward looking statements. These statements, by their nature, are subject to numerous risks and uncertainties, some of which are beyond Sienna's control including the effect of general economic conditions, industry conditions, changes in regulatory and taxation regimes, volatility of commodity prices, escalation f operating and capital costs, currency fluctuations, the availability of services, imprecision of reserve estimates, geological, technical, drilling and processing problems, environmental risks, weather, the lack of availability of qualified personnel or management, stock market volatility, the ability to access sufficient capital from internal and external sources and competition from other industry participants for, among other things, capital, services, undeveloped lands and skilled personnel that may cause actual results or events to differ materially from those anticipated in the forward looking statements. Such forward looking statements, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated in the statements made and should not unduly be relied on. These statements speak only as of the date of this press release. Sienna does not intend and does not assume any obligation to update these forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law. Sienna's business is subject to various risks that are discussed in its filings on the System for Electronic Document Analysis and Retrieval (SEDAR).

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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