

PASADENA, CA--(Marketwired - Nov 30, 2015) - [Brazil Minerals Inc.](#) (OTC: BMIX) (the "Company" or "BMIX") announced today that its Hercules brand of mortars beat established competition from national brands becoming the first choice for use in a new 17-story residential building in Montes Claros, a city of approximately 500,000 people located 58 miles from BMIX's mortar factory.

For the past few weeks, BMIX's Hercules mortar line has been submitted to analysis and usage tests by the construction and engineering companies responsible for this building. In this situation, Hercules mortars bested much larger providers because of product quality. In addition, BMIX's Hercules subsidiary received high marks for customer service and competitive pricing. Conversations are ongoing regarding a potential large sale in which BMIX's Hercules mortar line would be used for tiling of all of the internal areas and each of the four residential units per floor in this 17-story building. While there is no contractual sale yet, the results obtained in the analytical phase of this process already bode well for future sales opportunities with local construction and engineering companies. A photograph of this particular building accompanies this release.

Additionally, BMIX's Hercules mortar line has recently been accepted and bought for distribution by Pontual, one of the largest retailers of tiles and other construction supplies in Montes Claros. Given that the Brazilian economy is contracting approximately 3.1% this year in the worst recession in decades, and that the construction industry has had in 2015 its worst year since 2003, the fact that the Hercules mortar line is selling more every month is an indication of progress despite strong headwinds from such economic background. The primary reason for Hercules to be gaining market share is due to the quality of its product line. Two factors may explain such advantage: 1) the high quality of BMIX's sand obtained from the Duas Barras mine, and which is used in the Hercules mortar line; and 2) proprietary processes put in place at the mortar factory to produce finer mortar. Whereas some of the national brands carry mortar that is quite "sandy" in texture, the Hercules mortar resembles the texture of "cake mix", i.e., much smoother. This has led users to have a better product experience.

In other news, despite some heavy rains, BMIX has advanced the necessary improvements on the dirt road connecting its large diamond and gold processing plant to a new, highly promising mining area. Seventy-five percent of the cement drainage canalization is completed, as well as 50% of the work involved in layering rocks to provide surface traction for heavy trucks. A map of the road is attached to this release; BMIX's diamond and gold processing plant is located to the left; the curves on the road were needed to navigate various small hills in the most efficient manner.

About Brazil Minerals, Inc.

[Brazil Minerals Inc.](#) (OTC: BMIX) is a U.S. holding company with Brazilian mining properties that produce rough diamonds, gold, and sand, and a business that manufactures and sells mortar. More information on BMIX can be found at www.brazil-minerals.com.

Safe Harbor Statement

This press release contains forward-looking statements made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward looking statements are based upon the current plans, estimates and projections of [Brazil Minerals Inc.](#)'s management and are subject to risks and uncertainties, which could cause actual results to differ from the forward looking statements. Such statements include, among others, those concerning market and industry segment growth and demand and acceptance of new and existing products; any projections of production, reserves, sales, earnings, revenue, margins or other financial items; any statements of the plans, strategies and objectives of management for future operations; any statements regarding future economic conditions or performance; uncertainties related to conducting business in Brazil, as well as all assumptions, expectations, predictions, intentions or beliefs about future events. Therefore, you should not place undue reliance on these forward-looking statements. The following factors, among others, could cause actual results to differ from those set forth in the forward-looking statements: business conditions in Brazil, general economic conditions, geopolitical events and regulatory changes, availability of capital, BMIX's ability to maintain its competitive position and dependence on key management. This press release does not constitute an offer to sell or the solicitation of an offer to buy any security and shall not constitute an offer, solicitation or sale of any securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction.

Cautionary note regarding estimates of Indicated and Inferred Mineral Resources of Diamonds and Gold as found in MDB's NI 43-101 Technical Reports.

We advise U.S. investors that while these terms and amounts are recognized by Canadian regulations, the U.S. Securities and Exchange Commission ("SEC") does not recognize them. U.S. investors are cautioned not to assume that any part or all of the mineral deposits in these categories will ever be converted into mineral reserves as defined by the U.S.'s Industry Guide 7.

Cautionary note regarding estimates of Mineral Reserves of Diamonds and Gold as found in MDB's Bankable Feasibility Study.

We advise U.S. investors that while these terms and amounts are recognized by Brazilian regulations, the SEC does not recognize them. U.S. investors are cautioned not to assume that any part or all of the mineral deposits in this category will ever be converted into mineral reserves as defined by the U.S.'s Industry Guide 7.

Cautionary note regarding estimates of Volume and Weight of Sand as found in MDB's studies filed with the local Brazilian regulatory agencies.

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