



RISE ANNOUNCES CHANGE OF NAME AND TRADING SYMBOL ON CSE

April 7, 2017 – Vancouver, British Columbia ó Rise Gold Corp. (CSE: RISE (formerly UPP), OTC: RYES) (the “Company”) announces that the Company has completed its name change to Rise Gold Corp. and that the Company trading symbol on the Canadian Securities Exchange (the “CSE”) has been changed to RISE (CSE:RISE). To effect this change, trading on the CSE will be temporarily halted until official confirmation of CDS and DTC eligibility is received. Notification is expected to be received shortly at which time the Company’s shares will resume trading on the CSE.

The Company’s trading symbol on the US OTC market will remain RYES.

About Rise Gold Corp.

Rise is an exploration stage mining company. The Company’s principal asset is the historic past producing Idaho-Maryland Gold Mine located in California, USA. Rise was incorporated in Nevada, USA in 2007 and maintains its head office in Vancouver, British Columbia, Canada.

On behalf of the Board of Directors:

Benjamin Mossman
CEO and Director
Rise Resources Inc.

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Forward-Looking Statements

This press release contains certain forward-looking statements within the meaning of applicable securities laws. Forward-looking statements are frequently characterized by words such as "plan," "expect," "project," "intend," "believe," "anticipate," "estimate" and other similar words or statements that certain events or conditions "may" or "will" occur.

Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Such forward-looking statements are subject to risks, uncertainties and assumptions related to certain factors including, without limitation, obtaining all necessary approvals, meeting expenditure and financing requirements, compliance with environmental regulations, title matters, operating hazards, metal prices, political and economic factors, competitive factors, general economic conditions, relationships with vendors and strategic partners, governmental regulation and supervision, seasonality, technological change, industry practices, and one-time events that may cause actual results, performance or developments to differ materially from those contained in the forward-looking statements. Accordingly, readers should not place undue reliance on forward-looking statements and information contained in this release. Rise undertakes no obligation to update forward-looking statements or information except as required by law.