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SIERRA MOUNTAIN MINERALS INC. WINS NBJ BUSINESS ACHIEVEMENT AWARD

(VANCOUVER, BC – JANUARY 30, 2009) The Nutrition Business Journal (NBJ) has announced that Vancouver-based Sierra Mountain Minerals Inc. has been recognized as a 2008 Achievement Award winner for “Growth in Small Companies”.

“We really appreciate being honoured by North America's leading source of business information about the natural products industry,” noted Michael Bentley, President of Sierra Mountain Minerals Inc. “We owe this success to our customers, for their passion in telling their friends and families about our company and SierraSil®, as well as our vendors, advisors and employees for their hard work and the contributions they have made.” Bentley added that the Company anticipates continued growth “as more people learn about the potential for our SierraSil® products to make a positive difference in their lives”.

The Nutrition Business Journal, a monthly executive publication focusing primarily on the nutrition and natural products industries, is based in Boulder, Colorado. The NBJ announced the 2008 Business Achievement Award winners on their website at www.nutritionbusinessjournal.com. All winners will be honoured during an awards dinner to be held at the 2009 NBJ Summit, July 22 to 24, at Dana Point, California.

About Sierra Mountain Minerals Inc.

Sierra Mountain Minerals was founded in 2003 to market SierraSil®, a proprietary natural mineral powder that is safe and effective for joint health and comfort. Research shows that SierraSil® eases joint and muscle aches, reduces stiffness and helps prevent cartilage breakdown associated with exercise and movement. Clinical results are available at www.sierrasil.com. The company strives to provide exceptional customer service, be ethical in all relationships, and support all health claims with quality research. Sierra Mountain Minerals Inc. has a vision to help give athletes a competitive edge and to help boomers and seniors enjoy active lifestyles.

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