



PACIFIC IMPERIAL MINES INC.

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NEWS RELEASE

PACIFIC IMPERIAL MINES ANNOUNCES A NON-BROKERED PRIVATE PLACEMENT

Vancouver, BC – January 15, 2013 Pacific Imperial Mines Inc. ("PPM") (TSX VENTURE EXCHANGE- NEX: PPM.H) announces that it intends to conduct on a best efforts basis, a non-brokered private placement of up to 7,000,000 units at 5 cents per unit to raise gross proceeds of up to \$350,000. Each unit will consist of one common share and one common share purchase warrant. Each common share purchase warrant will be exercisable into one common share for a period of one year from closing at a price of 10 cents per share.

The proceeds from the private placement will be used for general working capital purposes. The private placement is subject to receipt of all regulatory approvals.

For further information contact:

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On behalf of the Board of Directors

PACIFIC IMPERIAL MINES INC.

"Leo King"

H. Leo King, President

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy of this news release.