

LAMÊLÉE IRON ORE LTD. / LAMÊLÉE MINÉRAIS DE FER LTÉE.

February 11, 2014

TSX-V: LIR

Lamêlée appoints Hubert Vallée as its President and Chief Executive Officer

Montreal (Quebec) – Lamêlée Iron Ore Ltd. (“Lamêlée” or the “Company”) (TSX VENTURE EXCHANGE SYMBOL: **LIR**) is pleased to announce the appointment of Mr. Hubert Vallée as President and Chief Executive Officer of the Company.

Mr. Hubert Vallée has been a leader in the mining industry for 28 years. He joined Quebec Cartier Mining Company as Project Engineer and was promoted to Director of Operations for its pellet plant in 2001. He managed the Iron Ore Company of Canada’s pellet plant in Sept-Iles before joining Domtar Inc. as General Manager of its pulp mill in Lebel-sur-Quévillon. He joined Consolidated Thompson Iron Mines Limited (“Consolidated Thompson”) in 2006 and was one of the key people who made this project happen. After the sale of Consolidated Thompson to Cliffs Natural Resources, Mr. Vallée acted as Vice President, Project Development for Phase II of the Bloom Lake operation. He has also been involved as Senior Vice President, Project Development, at Century Iron Mines Corporation.

Mr. Pierre Lortie, Chairman of the Board of Lamêlée, stated “*We are very pleased that Mr. Vallée is joining Lamêlée . Hubert brings 28 years of mining experience and proven leadership skills. Mr. Vallée is - known for his superior abilities to bring projects on stream cost-effectively through design innovation and management processes.*”

About Lamêlée Iron Ore Ltd

The Company is a new iron ore mineral exploration company focused on the development of an iron mine project located in the southern segment of the Labrador Trough near the border with Newfoundland and Labrador, approximately 50 km south of the city of Fermont (Quebec). The project consists of 29 mineral claims covering 1,524 hectares or 15 km². The common shares are listed on the TSX-V under the symbol “**LIR**”. The Company has recently acquired 100% of Fancamp Exploration's Lac Lamêlée South Iron Project located in the Fermont Mining District of northeastern Quebec, subject to a 1.5% Net Smelter Returns royalty, of which 0.5% is subject to a buy-back by the Company for \$1.5 million.

For more information please contact

Hubert Vallée
President and Chief Executive Officer
Cell: +1 514 793-7153
HVallee@Lameleelron.com

Marc Duchesne
Chief Financial Officer
Cell: +1 514 910-6906
MDuchesne@Lameleelron.com

Information set forth in this news release may contain forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management's current estimates, beliefs, intentions and expectations. They are no guarantees of future performance. Lam  lee cautions that all forward looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond Lam  lee's control. Except as required under applicable securities legislation, Lam  lee undertakes no obligation to publicly update or revise forward-looking information.

Not for release or distribution in the United States or for dissemination to US Newswire Services.

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.