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SILVER BULL IDENTIFIES NEW MASSIVE SULPHIDE MINERALIZATION GRADING 690G/T SILVER, 1% COPPER, 4.8% LEAD AND 15.25% ZINC AT THE SIERRA MOJADA PROJECT, COAHUILA, MEXICO.

Vancouver, British Columbia – Silver Bull Resources, Inc. (TSX: SVB, NYSE-MKT: SVBL) (“Silver Bull”) is pleased to announce it has identified additional high grade massive sulphide mineralization at its Sierra Mojada Project in Coahuila, Northern Mexico.

Highlights from the new sulphide mineralization include;

- ✓ **Three channel samples grading: Sample 26708 @ 268g/t silver, 19% lead, 19.65% zinc, Sample 26709 @ 690g/t silver, 1% copper, 4.8% lead, 15.25% zinc, and sample 26710 @ 505g/t silver, 3.17% lead, 35.2% zinc.**
- ✓ **The new sulphide mineralization lies within a 1.4 kilometer long east-west trending “chargeability high” identified through a gradient “Induced Polarization” (IP) survey. This east-west trend also hosts Silver Bull’s only significant sulphide drill hole intercept of 8.45m @ 57g/t silver, 5.45% lead, 16.98% Zinc.**
- ✓ **The chargeability anomaly remains open towards the east and west.**
- ✓ **The new massive sulphide mineralization is accessible via existing historical underground workings.**

The new sulphide mineralization lies within a 1.4 kilometer long east-west trending chargeability anomaly identified in a “Gradient Array IP survey” completed by Zonge Engineering and Research Organization, Inc. in 2010. The chargeability highs are interpreted as representing “pods” of sulphide mineralization at depth and in places correspond to areas that have historically been mined for copper, lead, and zinc massive sulphide mineralization up to 10 meters thick. In addition, drill hole B11144 sits 1.2 kilometers to the west of the new sulphide mineralization and along the same east-west chargeability trend and is the only drill hole to date to intersect any significant sulphide mineralization at Sierra Mojada, recording 8.45 meters @ 57g/t silver, 5.45% lead, and 16.98% zinc. The east-west chargeability trend remains open in both the east and west directions.

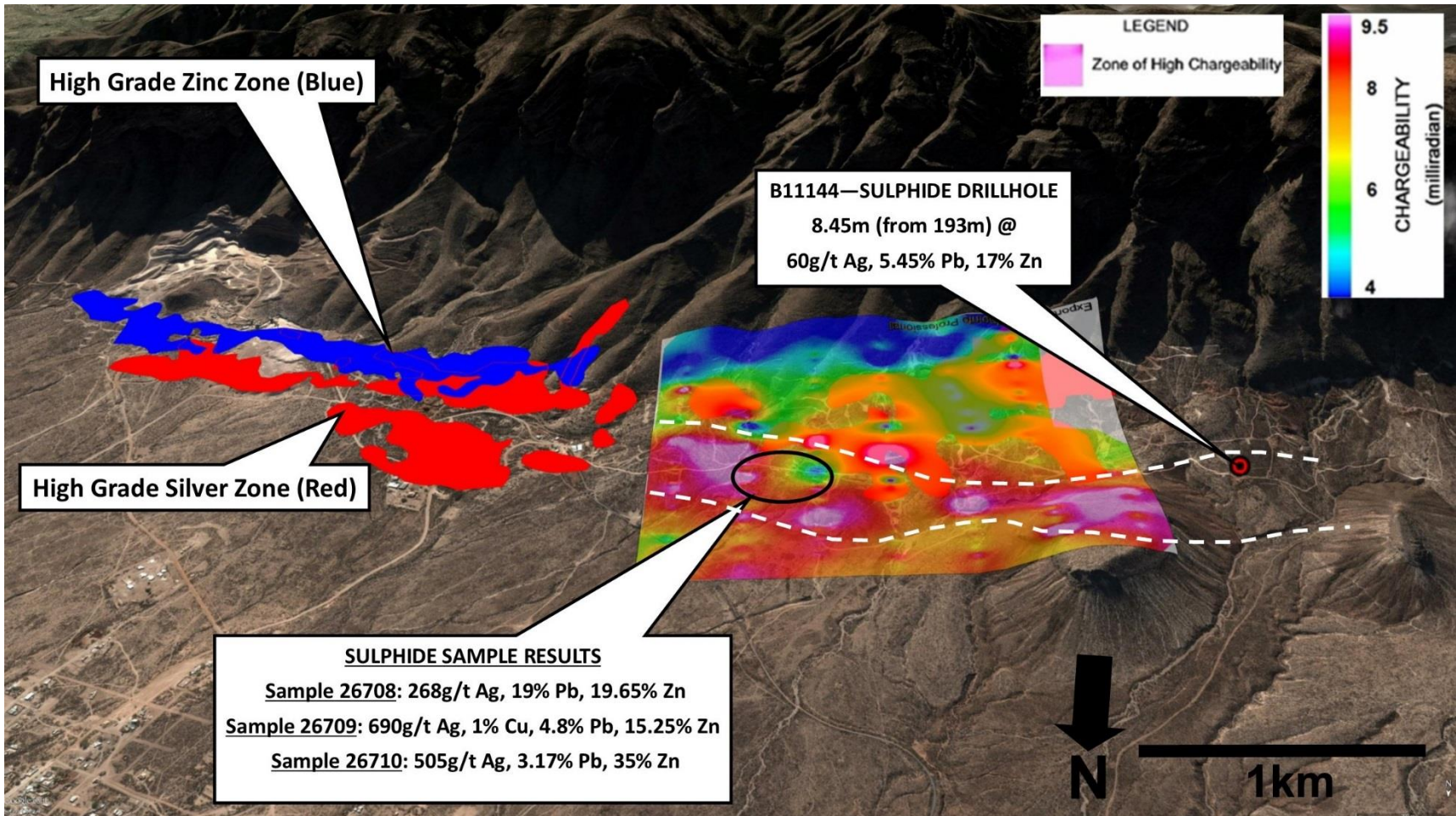


Figure 1. Looking south towards the Sierra Mojada deposit and the location of the new sulphide mineralization. Also shown is the Zonge IP survey with east-west trend of the chargeability high highlighted with dashed white lines. The location of drill hole B11144 is also shown and contains the only significant sulphide drill intercept so far recorded at Sierra Mojada.

Tim Barry, President, CEO and director of Silver Bull states, "It is very significant to find another massive sulphide zone within the east-west chargeability trend and suggests the chargeability highs may indeed correspond to sulphide mineralization. The correlation of geology, geophysics, and geochemistry is strong and we believe the potential for sulphide mineralization at depth to the north is high and we are presently working to identify additional drill targets in this area."

About the Sierra Mojada deposit: Sierra Mojada is an open pit table oxide deposit, as disclosed in the NI43-101 "Technical Report on the Resources of the Sierra Mojada Project Coahuila, Mexico" dated June 8, 2015, with a NI43-101 compliant measured and indicated "global" resource of 58.7 million tonnes grading 3.6% zinc and 50g/t silver at a \$13.50 NSR cutoff giving 4.670 billion pounds of zinc and 90.8 million ounces of silver. Included within the "global" resource is a measured and indicated "high grade zinc zone" within the Lerchs-Grossman (LG) Optimized Pit of 10.03 million tonnes with an average grade of 11% zinc at a 6% cutoff, giving 2.426 billion pounds of zinc, and a measured and indicated "high grade silver zone" of 19 million tonnes with an average grade of 102.5g/t silver at a 50g/t cutoff giving 62.6 million ounces of silver. Mineralization remains open in the east, west, and northerly directions. Approximately 60% of the current 3.2 kilometer mineralized body is at or near surface before dipping at around 6 degrees to the east.

Sample Analysis and QA/QC: All samples have been analyzed at ALS Chemex in North Vancouver, BC, Canada. Samples are first tested with the "ME-ICP41m" procedure which analyzes for 35 elements using a near total aqua regia digestion. Samples with silver values above 100ppm are re-analyzed using the Ag-GRA21 procedure which is a fire assay with a gravimetric finish. Samples with zinc, lead, and copper values above 10,000ppm (1%) are re-analyzed using the AA46 procedure which is a near total aqua regia digestion with an atomic absorption finish.

A rigorous procedure is in place regarding sample collection, chain of custody and data entry. Certified standards and blanks, as well as duplicate samples are routinely inserted into sample shipments to ensure integrity of the assay process.

About Silver Bull: Silver Bull is a US registered mineral exploration company listed on both the NYSE MKT and TSX stock exchanges and based out of Vancouver, Canada. The flag ship "Sierra Mojada" project is located 150 kilometers north of the city of Torreon in Coahuila, Mexico, and is highly prospective for silver and zinc.

The technical information of this news release has been reviewed and approved by Tim Barry, a Chartered Professional Geologist (CPAusIMM), and a qualified person for the purposes of National Instrument 43-101.

On behalf of the Board of Directors

"Tim Barry"

Tim Barry, CPAusIMM

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Cautionary Note to U.S. Investors concerning estimates of Measured, Indicated, and Inferred Resources: *This press release uses the terms "measured resources", "indicated resources", and "inferred resources" which are defined in, and required to be disclosed by, NI 43-101. We advise U.S. investors that these terms are not recognized by the United States Securities and Exchange Commission (the "SEC"). The estimation of measured, indicated and inferred resources involves greater uncertainty as to their existence and economic feasibility than the estimation of proven and probable reserves. U.S. investors are cautioned not to assume that measured and indicated mineral resources will be converted into reserves. The estimation of inferred resources involves far greater uncertainty as to their existence and economic viability than the estimation of other categories of resources. U.S. investors are cautioned not to assume that estimates of inferred mineral resources exist, are economically minable, or will be upgraded into measured or indicated mineral resources. Under Canadian securities laws, estimates of inferred mineral resources may not form the basis of feasibility or other economic studies.*

Disclosure of "contained ounces" in a resource is permitted disclosure under Canadian regulations, however the SEC normally only permits issuers to report mineralization that does not constitute "reserves" by SEC standards as in place tonnage and grade without reference to unit measures. Accordingly, the information contained in this press release may not be comparable to similar information made public by U.S. companies that are not subject NI 43-101.

Cautionary note regarding forward looking statements: *This news release contains forward-looking statements regarding future events and Silver Bull's future results that are subject to the safe harbors created under the U.S. Private Securities Litigation Reform Act of 1995, the Securities Act of 1933, as amended (the "Securities Act"), and the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and applicable Canadian securities laws. Forward-looking statements include, among others, statements regarding mineral resource estimates and grades and, the potential for open pit or below ground development. These statements are based on current expectations, estimates, forecasts, and projections about Silver Bull's exploration projects, the industry in which Silver Bull operates and the beliefs and assumptions of Silver Bull's management. Words such as "expects," "anticipates," "targets," "goals," "projects," "intends," "plans," "believes," "seeks," "estimates," "continues," "may," variations of such words, and similar expressions and references to future periods, are intended to identify such forward-looking statements. Forward-looking statements are subject to a number of assumptions, risks and uncertainties, many of which are beyond our control, including such factors as the results of exploration activities and whether the results continue to support continued exploration activities, unexpected variations in ore grade, types and metallurgy, volatility and level of commodity prices, the availability of sufficient future financing, and other matters discussed under the caption "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended October 31, 2014, as*

amended, and our other periodic and current reports filed with the SEC and available on www.sec.gov and with the Canadian securities commissions available on www.sedar.com. Readers are cautioned that forward-looking statements are not guarantees of future performance and that actual results or developments may differ materially from those expressed or implied in the forward-looking statements. Any forward-looking statement made by us in this release is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.