



SIR:TSX-V
34S:FSE

SERENGETI
RESOURCES INC.

NR: 2013-04

Serengeti Announces Engagement of IR Firm and Option Grant

Vancouver, B.C., March 20, 2013: Serengeti Resources Inc. (SIR: TSX-V; 34S: FSE) announces the engagement of Bucher Money, Market & Analysis GmbH; the continued engagement of Paradox Public Relations; and the grant of incentive stock options to employees, officers, directors and consultants.

Peter Bucher Money, Market & Analysis of Eschenz, Switzerland, has been engaged to conduct an ongoing communications and market awareness program with the German speaking investment community in Switzerland and Germany. Serengeti continues to retain the services of Paradox Public Relations Inc., a full service Investor Relations firm based in Montreal for Serengeti's North America investor relations activity, as well as NAI Interactive Ltd. for communications to the Chinese speaking investment community.

The Company has agreed to grant an aggregate 2,675,000 stock options to acquire common shares of Serengeti at a price of \$0.12 per share. Of that total, 500,000 options shall be granted to Paradox, exercisable for a period of 2 years. The balance of the options being issued to Serengeti's directors, officers, employees and consultants shall be exercisable for a period of 5 years from the date of grant.

About Serengeti Resources Inc.

Serengeti is a mineral exploration company managed by an experienced team of professionals with a solid track record of exploration success. The Company is currently advancing its Kwanika copper-gold project and exploring its extensive portfolio of properties in the highly prospective Quesnel Trough of British Columbia. Additional information on Serengeti's projects can be found on the Company's website at www.serengetiresources.com. Serengeti is adequately funded to advance its projects with a current working capital position of approximately \$1.5 million. Serengeti has 51.1 million shares issued and outstanding or 58.2 million shares on a fully diluted basis including the options referred to herein.

ON BEHALF OF THE BOARD

David W. Moore, P. Geo., President, CEO and Director

Cautionary Statement

This document contains "forward-looking statements" within the meaning of applicable Canadian securities regulations. All statements other than statements of historical fact herein, including, without limitation, statements regarding exploration plans and other future plans and objectives, are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and future events and actual results could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from our expectations are disclosed in the Company's documents filed from time to time via SEDAR with the Canadian regulatory agencies to whose policies we are bound. A comprehensive list of risk factors is provided in the Company's Annual Information Form ("AIF") for the year ended February 29, 2012 and filed on SEDAR on July 11, 2012. Readers are further advised not to place undue reliance on forward-looking statements.

Neither the TSX Venture Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.

For further information, please contact:

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