

GOLD REEF INTERNATIONAL INC.

NEWS RELEASE

APRIL 1, 2010

CNSX SYMBOL: GRQ

Two Experienced Mining Executives Join Gold Reef Board and are Hired as the Company's Senior Officers

Winnipeg, Man. - Gold Reef International Inc. ("Gold Reef" or the "Company") is pleased to announce that two experienced mining executives, Edward Ellwood and Eric Plexman, have joined the Gold Reef board of directors and have been hired as the Company's Senior Officers.

Edward L. Ellwood, MBA, has joined the Gold Reef board of directors and has been hired as the Company's President and CEO. Mr. Ellwood has over 20 years experience serving as a director or officer of publicly traded mineral companies listed on Canadian exchanges. Currently, Mr. Ellwood is an independent director of RX Exploration Inc. (CNSX Symbol: RXE), a management consultant and private business owner in London, Ontario.

Mr. Plexman has joined the Gold Reef board of directors and has been hired as the Company's Corporate Secretary and CFO. Mr. Plexman has over 30 years experience serving as a director or officer of publicly traded mineral companies listed on Canadian exchanges. Currently, Mr. Plexman is the CEO and a director of Trueclaim Exploration Inc. (TSX-V Symbol: TRM).

Maxwell Polinsky has resigned from the positions of President and CEO but remains on the Gold Reef Board of Directors. Murray Nye has resigned from the Gold Reef Board of directors.

It is expected that the new management team will formulate and lead the Company's business strategy going forward. Mr. Ellwood comments: "Eric Plexman and I have worked well together in the past. We see a tremendous opportunity in the current gold market and look forward to building the assets of Gold Reef."

Gold Reef International Inc. is a reporting issuer in good standing in the Province of Ontario whose Shares are listed on CNSX (**Symbol: GRQ**). There are 42,491,040 common shares issued and outstanding in the capital of Gold Reef.

CNSX has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

Forward Looking Statements: Statements made in this news release that relate to future plans, expectations, events or performances are forward looking statements. Such statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.

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