

SEGO RESOURCES INC.

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NEWS RELEASE

July 28, 2010

John Geisler engaged for Investor and Corporate Relations

Sego Resources is pleased to announce that Mr. John Geisler has been employed to manage Investor and Corporate Relations. Mr. Geisler will be paid \$4,500.00 per month and will receive options to purchase 100,000 shares at \$0.10 per share, exercisable up to July 28, 2013, subject to approval of the TSX Venture Exchange.

For further information please contact:

J. Paul Stevenson, CEO

Sego Resources Inc.

Neither the 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.

No regulatory authority has approved or disapproved the information contained in this news release. This release includes certain statements that may be deemed "forward-looking statements". All statements in this release, other than statement of historical facts, that address future production, reserve potential, exploration drilling, exploitation activities and events or developments that the Company expects are forward-looking statements. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, statements are not guarantees of future performance and actual results or developments may differ materially from the forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include market prices, exploitation and exploration successes, continued availability of capital and financing, general economic, market or business conditions. Investors are cautioned that any such statements are not guarantees of future performance and that actual results or developments may differ materially from those projected in the forward-looking statements.