

TSX: CCO  
NYSE: CCJ



website: [cameco.com](http://cameco.com)  
currency: Cdn (unless noted)

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## Cameco Launches New Northern Saskatchewan Website

Saskatoon, Saskatchewan, Canada, October 27, 2015 . . . . .

Cameco (TSX: CCO; NYSE: CCJ) will launch a new northern Saskatchewan website, [www.cameconorth.com](http://www.cameconorth.com), today. [www.cameconorth.com](http://www.cameconorth.com) has been designed to enhance the user experience and with the needs of mobile users in mind.

“Digital is an increasingly important communication channel in northern Saskatchewan,” said Gord Struthers, director of communications. “The new website reflects the strong partnerships we have built with northern people and provides an excellent tool to support our engagement programs.”

Research shows that more than a quarter of the visitors to Cameco’s former northern website use mobile devices. [www.cameconorth.com](http://www.cameconorth.com) is fully responsive with pages reconfiguring to fit virtually any device.

The site also integrates linkages and content feeds from Cameco’s social media accounts such as Facebook, Twitter and others. Social media is particularly popular in northern Saskatchewan and provides another way to quickly share information with northerners.

An email subscription service is another new feature of the site. Visitors can opt in to receive email notifications and announcements that are relevant to their community. To promote this new service, Cameco will award a new iPad to five randomly selected email subscribers from northern Saskatchewan. Northerners have until midnight on December 11<sup>th</sup>, 2015 to subscribe to be automatically entered for the draw.

### Profile

Cameco is one of the world’s largest uranium producers, a significant supplier of conversion services and one of two Candu fuel manufacturers in Canada. Our competitive position is based on our controlling ownership of the world’s largest high-grade reserves and low-cost operations. Our uranium products are used to generate clean electricity in nuclear power plants around the world. We also explore for uranium in the Americas, Australia and Asia. Our shares trade on the Toronto and New York stock exchanges. Our head office is in Saskatoon, Saskatchewan.

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