

**FIRST MAJESTIC SILVER CORP
 925 WEST GEORGIA STREET, SUITE 1805
 VANCOUVER BC, CANADA V6C 3L2
 TO KEITH NEUMEYER, PRESIDENT & CEO
 TO TODD ANTHONY, INVESTOR RELATIONS
 TO THE MEXICAN AND CANADIAN PUBLIC
 P R E S E N T I N G**

We, the Wixarika Regional Council for the Defense of Wirikuta, are sending you this document to ask you to desist from your mining concessions and from the Project La Luz, headed by your Mexican affiliate “Minera Real Bonanza,” which risks the sacred territory of Wirikuta, where the life of all humanity is born and where our people have attended since immemorial times, recreating the pilgrimage that our ancient Kaka+yarix+ made, when the world was created, and which today is recognized as a Protected Natural Area and Heritage of Mankind by UNESCO. A place where, since immemorial times, we take care of the life in the world.

As you know, our people hold an *amparo* (restraining order) against all the mining concessions placed within the 140,211.85 hectares that make up the protected Natural and Cultural Area of Wirikuta. Because of that, all projects are suspended by court order while the background of the trial is resolved. It is necessary that you know that Wirikuta is a sacred indivisible unit, and it is not as has been stated sometimes, just about Cerro del Quemado o Re'unax+.

As has been proved before by leading scientists, if the exploitation that you intend to perform through the Project La Luz takes place, the cultural and environmental damage in all of its elements would be irreparable, particularly the impact in the superficial and underground water sources that supply thousands of people and that for our culture is the Holy Water that brings health and a hope of life. The impact would be so deep, that in less than a decade the life conditions will be irreversibly damaged for all the local populations of Wirikuta, who have expressed their opposition to the project that your company plans to perform, and it would be also an irreparable damage for the children, young people, elders, men and women who make the Wixarika People.

We cannot give a full account in this letter of all the elements that confirm what we are assuring, but you must be aware of all that information. For

now it is enough to say that the 3 aquifers in the zone are currently overexploited by 2 million cubic meters per year, and that is without mining activity. It is impossible to give even one more water concession. Moreover, it is a strong aggravating fact that the main silver vein that Project La Luz intends to exploit is placed at the same level as the groundwater layer. That guarantees that the water is going to be polluted, since it is impossible to leave it untouched while extracting tons of rock, dirt and water at that level to be able to work. Of course, we would be publicizing for the Canadian public opinion all the technical information that you must already have, since it is part of the Court Record that we have presented before Mexican courts.

Now there is a special situation, from the 98,029.273 Hectares of Wirikuta (70% of the sacred territory) that were under concession to the mining companies when our tireless struggle to protect our spiritual life began, today there are only 25,679.63 hectares with ongoing concessions (18.31% of the sacred place). We want to emphasize to you, First Majestic Silver Corp. shareholders, **that the entire Universo Project – which was ongoing inside of Wirikuta, run by the Canadian company Revolution Resources – was totally cancelled by withdrawal of the company**, probably because they decided to quit when they realized how problematical it is and will be to destroy a place with such a spiritual power as is Wirikuta, and where our elders and wise Mara'akate haven't stopped spiritually defending, which has helped to strengthen the progress that we have had in legal, social and political matters, and it won't stop; on the contrary it will keep on growing, because this is about Life itself.

We expect a responsible and positive answer from First Majestic Silver Corp. announcing your withdrawal and therefore the definitive cancelation of your mining concessions, likewise the immediate withdrawal of your staff that is operating in the peasant communities of Wirikuta, such as the tyrannous Engineer Ricardo Flores. He has constantly harassed the local people who are against the mining project, and has also robbed, extorted and intimidated those who do not have material wealth, but hold a great dignity and a strong decision to continue fighting to prevent the devastation of all the possibilities of life in this place for the next generations.

That is why we are brothers with the local people of Wirikuta and as the Wixarika People we say IT IS ENOUGH!!!!

Step back, renounce to your project of death and act in favor of life. Our people are defending life, we pray, we fast and we keep a vigil for our Mother Earth, for our older brother, the Híkuri-Venado, for our origin that is our present and also the future for all of our people.

We make a call for all the Canadian society to support this just cause; we are not against all kinds of mining, but we are certain that in Wirikuta it is not possible to have any mining at all. The environmental, social and cultural impact is huge, unimaginable to the mestizo societies; our elders and wise men know that and they often remind us with deep sadness. We are sending this letter through the promoting group of the movie “*Huicholes: The Last Peyote Guardians*” who will do us the favor of delivering it, and you would like you may send us a written answer with them.

A T E N T A M E N T E

Guadalajara, Jalisco; Mexico. November 27th 2014
 WIRIKUTA SACRED HEART OF MEXICO
 EL CONSEJO REGIONAL WIXARIKA POR LA DEFENSA DE WIRIKUTA.

For the community of Santa Catarina Cuexcomatitlán, municipality of Mezquitic, State of Jalisco.

Minjares Valdez Bautista President of Comisariado de Bienes Comunales	Faustino González De la Cruz Secretary
--	---

Nicolás Torres Carrillo Treasurer	José García López Comissioner
--------------------------------------	----------------------------------

For the community of Bancos de Calítique o Cohamiata traditionally named Bancos de San Hipólito, Estado de Durango.

Sebastián Carrillo Carrillo
President of Comisariado de Bienes Comunales

Santos De la Cruz Carrillo
Representante Agrario

Cirilo Aguilar De la Cruz
Gobernador Tradicional

Arturo Aguilar López
Juez Auxiliar

**For the community of San Sebastián Teponahuaxtlán and Tuxpan of
the municipios of Mezquitic y Bolaños, State of Jalisco.**

Miguel Vázquez Torres

J. Trinidad Chema Guzmán

President of Comisariado de Bienes Comunales

Comissioner