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NEWS RELEASE

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ESSAR STEEL ALGOMA ANNOUNCES INVESTOR RELATIONS APPOINTMENT

Sault Ste Marie, Canada – July 23, 2013: ESSAR Steel Algoma Inc. is pleased to announce the appointment of Flora Wood to lead Investor Relations effective immediately. Flora has over fifteen years of experience leading investor relations, most recently with Inmet Mining Corporation and previously for Harris Steel Group Inc. until its acquisition by Nucor Corporation in 2007. While at Harris Steel, she won the Canadian award for Best Investor Relations Officer of a mid-cap company.

Kalyan Ghosh, Chief Executive Officer commented on the appointment “We are pleased to fill this important role as we continue to build relationships with our bondholders and the broader investment community. Flora comes to us with relevant experience in mining and construction, and a track record of building trust with stakeholders. Ms. Wood is a positive addition to our professional team as we consolidate support for our operations in this challenging steel market.”

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A member of the Essar Group, Essar Steel Algoma Inc. is based in Sault Ste. Marie, Ontario. As a fully integrated steel producer, the Company derives its revenues primarily from the manufacture and sale of hot and cold rolled steel products including sheet and plate.

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