



## PACIFIC RODERA ENERGY INC.

### NEWS RELEASE

#### *PACIFIC RODERA ENERGY ANNOUNCES NEW MANAGEMENT APPOINTMENTS*

**Calgary, Alberta**, September 5, 2007 – Pacific Rodera Energy Inc. (TSX Venture: PRD) ("**we**", "**Pacific Rodera**" or the "**Company**") is pleased to announce the addition of several key individuals to the Company's management team.

As outlined in our letter to shareholders, we had hoped to acquire a good technical management team as part of an overall acquisition of a private or publicly traded oil and gas company. After reviewing over 100 companies and their management teams, we came to the disappointing conclusion that most of the assets to date did not meet our price consideration, concentration, net back and other acquisition metrics. Furthermore, we were underwhelmed with the vast majority of technical teams. As a result, we decided to shift our focus to pick the best management group we could identify, while assets values continue to fall. In this regard, we are pleased to announce the appointment of Mark Hornett as Director, President and Chief Operating Officer, as well as Roger Harman, Chief Financial Officer; Andrew Arthur, Vice President, Exploration; Doug Crawford, Vice President, Production; and Gerry, Talbot, Vice President, Land. These individuals will be important for the execution of our business plan. As highlighted in our letter to shareholders, in the spring, we will seek acquisitions and farm-ins that represent large working interests as operators in a limited number of core areas with large contiguous land positions. We expect to attract companies and partners who are of like mind to build a mid-size exploration and development company. We want to create a culture that seeks rewards from exploration success, and that is cost conscious (i.e., low cost). Finally, we want to create a culture where all employees are at risk to the outcome of the Company so that we align ourselves as closely as possible to the shareholders. In this regard, we want to maintain high levels of employee ownership. The transaction we have structured with the new technical management team includes the placement of a significant portion of their net worth in a flow-through unit offering of the Company.

As a result, following the completion of the private placement, directors and officers of the Company will have invested approximately \$12 million in Pacific Rodera in the past 12 months and hold, directly or indirectly, approximately 25% of the common shares.

We believe that the next 12 to 24 months represent the best environment we have seen to effect acquisitions and farm-ins at the most favourable terms. This, combined with material reductions in drilling, completion, and other service costs, greatly improves our prospects of building a profitable midsize oil and gas company.

#### **The New Management Appointments**

Mr. Mark Hornett has accepted the position of President and Chief Operating Officer and agreed to be appointed to the board of directors of the Company. Mr. Hornett has over 30 years of operational experience in the Canadian and international oil and gas industry. Prior to joining Pacific Rodera, Mr. Hornett held the position of Operations Manager at Mission Oil & Gas Inc. where he directed all drilling and completion activities.

Prior to Mission, Mr. Hornett held senior positions of increasing technical and managerial responsibility for Burlington Resources Ltd. (which acquired POCO Petroleum's). Mr. Hornett has extensive experience both in Canada and internationally. He brings a history of cost discipline and performance enhancement.

Mr. Roger Harman has accepted the position of Chief Financial Officer. Mr. Harman is a Certified Management Accountant with over 30 years of financial and accounting experience in the Canadian oil and gas industry. Mr. Harman's background includes, Chief Financial Officer of Canadian Superior Energy Inc. Prior to Canadian Superior, Mr. Harman was Manager, Production and Revenue Accounting for AltaGas Services Inc. Prior to AltaGas, Mr. Harman held numerous financing and accounting positions. Mr. Harman has experience in all facets of accounting finance and marketing.

Mr. Andrew Arthur has accepted the position of Vice President, Exploration. Mr. Arthur obtained his Bachelor of Science (Honours) in Geology from the University of British Columbia in 1985 and his Masters of Science in Geology from the University of British Columbia in 1987. Mr. Arthur has over 20 years of diverse geological experience in the Canadian and international oil and gas industry. Prior to joining Pacific Roderer, Mr. Arthur was a Senior Geologist with Mission Oil & Gas Inc. where he was responsible for the Worsley core area in the Peace River Arch area and a member of the development team responsible for exploiting the Bakken Resource play in Southeastern Saskatchewan. Prior to Mission, Mr. Arthur was a Senior Geologist with companies varying in size and location. Mr. Arthur has over 15 years experience in the Peace River Arch which is going to be a focus area for the Company.

Mr. Douglas J. Crawford has accepted the position of Vice President, Production. Mr. Crawford obtained his Bachelor of Science in Chemical Engineering from the University of Calgary in 1982. Mr. Crawford has over 25 years of engineering and operational experience in the Canadian oil and gas industry. Prior to joining Pacific Roderer, Mr. Crawford held the position of Vice President, Production at Mission Oil & Gas Inc. Prior to joining Mission, Mr. Crawford held various positions at Burlington Canada Resources Ltd. of increasing technical and managerial authority. Mr. Crawford has been a team lead in numerous acquisitions which is a focus of Pacific Roderer.

Mr. Gerry Talbot has accepted the position of Vice President, Land. Mr. Talbot obtained his Bachelor of Commerce from the University of Calgary in 1973. Mr. Talbot has over 30 years of land acquisitions experience in the Canadian oil and gas industry. Mr. Talbot's career in the oil and gas industry started in 1997 with Amoco Canada. Since then, Mr. Talbot has held various positions with Canadian exploration and production companies. Mr. Talbot has a reputation as a deal closer.

Mr. David J.L. Williams will relinquish the office of President of the Company and be appointed to the position of Senior Vice President, Corporate Development and Investor Relations, where he will be responsible for developing acquisition opportunities. This is a key role in Pacific Roderer, as we are an acquisition focused company. Mr. Williams will also continue in his investor relations role, recognizing the great value of the connections and relationships which Mr. Williams has developed in his building of Pacific Roderer. Mr Williams will continue to be one of the largest shareholders in the Company.

Mr. Michael Greenwood will continue to serve as the Chairman and Chief Executive Officer of the Company.

The appointments of Messrs. Hornett, Harman, Arthur, Crawford and Talbot, are subject to the approval of the TSX Venture Exchange.

### **Investments by the Management Appointees in Pacific Rodera**

In connection with these appointments, Messrs. Hornett, Harman, Arthur, Crawford and Talbot have agreed to subscribe for an aggregate of up to 3,600,000 units of the Company at a price of \$0.50 per unit for gross proceeds of approximately \$1.8 million. Each unit will consist of one common share of the Company to be issued on a "flow-through basis" and one-half of one non-transferable common share purchase warrant. Each whole warrant will entitle the holder to subscribe for one additional common share at a price of \$0.70 per common share. The warrants will expire on March 2, 2009 unless (i) during the period commencing on the date that is four months following the closing date and ending on March 2, 2009, the daily volume weighted average trading price of the common shares on the TSX Venture Exchange (or such other stock exchange where the majority of the trading volume occurs) exceeds \$1.00 for each day of a period of 20 consecutive trading days, and (ii) the Company gives the holders of the warrants written notice of such occurrence within 30 days of such occurrence, in which case the warrants will expire at 4:00 p.m. (Calgary time) on the 30th day following the giving of notice.

The Company intends to use the proceeds of the private placement for exploration purposes.

The private placement is subject to the approval of the TSX Venture Exchange and is expected to close on or about October 5, 2007.

### **Stock Option Grants**

Pacific Rodera also announced that it has granted options to acquire an aggregate of 3,000,000 common shares of the Company to the new officers. These options are exercisable for a period of five years at a price of \$0.50 per common share. One-third of these options will vest on September 5, 2008, with the balance to vest in equal parts on September 5, 2009 and September 5, 2010.

Pacific Rodera is a Calgary-based oil and natural gas company engaged in the exploration for and the acquisition, development and production of natural gas and crude oil in western Canada. The Company's common shares trade on the TSX Venture Exchange under the symbol "PRD".

For more information, please contact:

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Statements in this press release contain forward-looking information including expectations. Readers are cautioned that assumptions used in the preparation of such information may prove to be incorrect. Events or circumstances may cause actual results to differ materially from those predicted, a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company. These risks include, but are not limited to; the risks associated with the oil and gas industry, commodity prices and exchange rate changes. Industry related risks include, but are not limited to; operational risks in exploration, development and production, delays or changes in plans, risks associated with the uncertainty of reserve estimates, health and safety risks and the uncertainty of estimates and projections of production, costs and expenses. The risks outlined above should not be construed as exhaustive. The reader is cautioned not to place undue reliance on this forward-looking information. The Company undertakes no obligation to update or revise any forward-looking statements except as required by applicable securities laws.

*The TSX Venture Exchange Inc. has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*