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Hillcrest Engages Torrey Hills Capital

VANCOUVER, B.C. – Hillcrest Petroleum Ltd. (the “Company” or “Hillcrest”) (Trading symbol HRH:TSX.V HLRTF:OTCQB) is pleased to announce that it has engaged San Diego Torrey Hills Capital, Inc. (“Torrey Hills Capital”), a Rancho Santa Fe, California based investor relations firm, to provide market awareness and investor relations services to the Company, subject to TSX Venture Exchange acceptance.

Torrey Hills Capital is a leading investor and financial public relations firm specializing in small and micro-cap companies. Torrey Hills Capital will increase awareness about Hillcrest through its established relationships with investment professionals, investment advisors, and money managers focused on the microcap market space. This will allow the Company to build and maintain an informed investor audience in both the U.S and Canadian marketplaces.

Torrey Hills Capital has been engaged for an initial term of 12 months at a rate of \$3,000 in month one, \$5,000 in month two, and \$6,500 in month three and for all subsequent months. After the twelve months, the engagement will become month to month subject to a 30-day termination notice by either party after month three. In addition, Hillcrest has agreed to a one-time grant of 300,000 incentive stock options (the “Options”) exercisable at a price of \$0.06 per share for a period of three years. The Options shall be subject to the terms of the Company's stock option plan and will vest in accordance with the provisions therein and the policies of the TSX Venture Exchange.

Torrey Hills Capital currently has no direct or indirect interest in the securities of Hillcrest, or any right or intent to acquire such an interest except pursuant to the exercise of the above referenced Options.

The appointment of Torrey Hills Capital as an investor relations consultant of Hillcrest and the granting of the Options remain subject to regulatory acceptance of applicable filings with the TSX Venture Exchange.

About Torrey Hills Capital

Torrey Hills Capital was formed in 1998 and is headquartered in Rancho Santa Fe, California. The team of professionals offers experience and expertise in investor relations, corporate communications, non-deal road shows, and market support activities. Torrey Hills Capital

specializes in the development and marketing of emerging growth companies which trade in the United States (NYSE, AMEX, and OTC) and in Canada (TSX, TSX-V, and CSE). Marketing activities articulate key investment attributes, strategic direction, and financial expectations, which combine to ensure that client market value fully reflects past achievements and future opportunities. Further information is available at www.torreyhillscapital.com

For more information on Hillcrest Petroleum Ltd, contact Don Currie toll free at 1-855-609-0006 or visit the Company's website at www.hillcrestpetroleum.com

ON BEHALF OF THE BOARD

Donald Currie

Chief Executive Officer and Director

Cautionary Statement Regarding “Forward-Looking” Information

Some of the statements contained in this news release are forward-looking statements and information within the meaning of applicable securities laws. Forward-looking statements and information can be identified by the use of words such as “expects”, “intends”, “is expected”, “potential”, “suggests” or variations of such words or phrases, or statements that certain actions, events or results “may”, “could”, “should”, “would”, “might” or “will” be taken, occur or be achieved. Forward-looking statements and information are not historical facts and are subject to a number of risks and uncertainties beyond the Company's control. Actual results and developments are likely to differ, and may differ materially, from those expressed or implied by the forward-looking statements contained in this news release. Accordingly, readers should not place undue reliance on forward-looking statements. The Company undertakes no obligation to update publicly or otherwise revise any forward-looking statements, except as may be required by law.

Neither TSX Venture Exchange nor its Regulations 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.