

FOR IMMEDIATE RELEASE

PETROFRONTIER TO COMMENCE TRADING ON THE TSX VENTURE EXCHANGE UNDER “PFC”

International oil and gas company to list today on the TSX Venture Exchange

Calgary, Alberta (January 13, 2011) – PetroFrontier Corp. (“PetroFrontier”) (TSX: PFC), an international oil and gas company, announced today that its common shares will begin trading on the TSX Venture Exchange on Thursday, January 13, 2011, under the symbol “PFC”.

“PetroFrontier’s decision to commence trading on the TSX Venture Exchange is a strategic step forward for our oil and natural gas exploration initiatives in Australia. We thank all of our current and new shareholders,” commented Paul Bennett, Chief Executive Officer, PetroFrontier. “We expect our current working capital on hand to greatly assist us in exploiting the resource potential of the South Georgina Basin, in order to create value for our shareholders.”

PetroFrontier expects to commence exploratory drilling activity on four identified drill targets in Q1 and Q2 of 2011.

For more information on PetroFrontier Corp., please visit www.petrofrontier.com.

About PetroFrontier Corp.

PetroFrontier is an international oil and gas company engaged in the exploration, acquisition and development of both conventional and unconventional world-class onshore petroleum and natural gas assets in Australia’s South Georgina Basin. Founded in 2009, PetroFrontier is one of the first companies to undertake onshore exploration in the South Georgina Basin in Australia’s Northern Territory. PetroFrontier’s head office is based in Calgary, Alberta.

Forward-Looking Statements

This press release contains forward-looking information that involves substantial known and unknown risks and uncertainties, most of which are beyond the control of PetroFrontier, including, without limitation, statements pertaining to the use of working capital of PetroFrontier. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results, performance or achievements could vary materially from those expressed or implied by the forward-looking information. Accordingly, prospective investors should not place undue reliance on these forward-looking statements. A description of assumptions used to develop such forward-looking information and a description of risk factors that may cause actual results to differ materially from forward-looking information can be found in PetroFrontier’s disclosure documents on the SEDAR website at www.sedar.com. Any forward-looking statements are made as of the date of this release and, other than as required by applicable securities laws, PetroFrontier does not assume any obligation to update or revise them to reflect new events or circumstances.

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