



PETROFRONTIER CORP. ACKNOWLEDGES ACQUISITION OF ITS COMMON SHARES BY HERITAGE OIL PLC

Calgary, Alberta – July 14, 2011 (TSX-V:PFC) - PetroFrontier Corp. ("PetroFrontier") would like to inform its shareholders that Heritage Oil Plc (TSX:HOC/LSE:HOIL)("Heritage"), an international independent upstream exploration and production company, today announced in a press release that it has acquired 310,000 PetroFrontier shares representing 0.49% of PetroFrontier's outstanding shares. Together with shares already held, Heritage now holds 6,594,200 shares, representing approximately 10.39% of the outstanding shares of PetroFrontier. Heritage also stated that the PetroFrontier shares were acquired through the facilities of the TSX Venture Exchange and that it may increase or decrease its ownership of securities of PetroFrontier depending upon future market conditions.

About PetroFrontier Corp.

PetroFrontier is an international oil and gas company engaged in the exploration, acquisition and development of both conventional and unconventional petroleum assets in Australia's Southern Georgina Basin. PetroFrontier's common shares are listed on the TSX Venture Exchange under the symbol "PFC". Founded in 2009, PetroFrontier is one of the first companies to undertake exploration in the Southern Georgina Basin in Australia's Northern Territory. PetroFrontier's head office is based in Calgary, Alberta and operations office is in Adelaide, South Australia.

Neither the TSX Venture Exchange nor its Regulation 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.

For further information contact:

Susan Showers, Manager, Investor Relations

PetroFrontier Corp.

Suite 320, 715 5 Ave. SW,

Calgary, Alberta, Canada T2P 2X6

Telephone: (403) 718-0366

Toll Free: (877) 822-7280

Fax: (403) 718-3888

Email: info@petrofrontier.com

Website: www.petrofrontier.com

For all Media inquiries contact:

Shauna MacDonald

Brookline Public Relations

Telephone: (403) 538-5645

Email: smacdonald@brooklinepr.com