



## **PRESS RELEASE**

### **Rock Energy Inc. Announces Senior Management Appointments**

April 8, 2010, Calgary, Alberta: Rock Energy Inc. (TSX: RE) (“Rock”) is pleased to announce the following appointments to its senior management team as the Company positions itself for its future growth initiatives.

John H. Van de Pol has been promoted to President and Chief Financial Officer reporting to Allen J. Bey who will retain his role in the Company as Chief Executive Officer. John joined Rock in April 2009 after a 15 year career with Northrock Resources Ltd. (“Northrock”) where he held the position of Senior Vice President and Chief Financial Officer as Northrock grew from 500 boed in 1993 to 40,000 boed on its eventual sale to TAQA in 2007. John will play an instrumental role in Rock’s future plans as the Company develops its growth initiatives from its strong inventory of opportunities.

In addition, Jeffrey G. Campbell has been promoted to Senior Vice President and Chief Operating Officer reporting to John H. Van de Pol. Jeff has been very instrumental in the operational accomplishments of Rock since he joined the Company in October 2007. During that time, with Jeff’s leadership, Rock has developed a balanced foundation of crude oil and natural gas production and reserves, significantly increased its drilling inventory of heavy oil and vertical natural gas locations and has assembled a significant land position of Deep Basin Montney and Nikanassin natural gas plays in the Elmworth area in West Central Alberta.

Finally, Robert (“Bob”) A. Phelps, who joined Rock in November 2008, has been promoted to Manager of Exploration and will now take on the responsibility of leading the Company’s exploration team replacing Arezki Ioughlissen, Rock’s former Vice President Exploration who will be leaving the Company effective April 15, 2010. Bob, who will be reporting to Jeffrey G. Campbell, is a senior geologist with over 35 years of experience in the Western Canadian Sedimentary Basin. He has a proven track record and has been instrumental in developing Rock’s drilling inventory in both the Plains and West Central Alberta core areas.

With respect to the Board of Directors of the Company, Peter V. Malowany has decided to step down from the Board at the expiry of his term, in conjunction with the upcoming Annual General Meeting. As a founding director of Rock, we would like to thank Pete for all his support and contribution during the last seven years. In his place, Malcolm T.D. Adams, will remain on the Board of Rock as an independent director while William (“Bill”) H. Slavin of ARC Financial Corp is a nominee director subject to shareholder approval at Rock’s Annual General Meeting on May 11, 2010. Bill is a geological engineer with a Masters degree in Business Administration and has over 24 years of experience in the oil and gas industry.

Rock is poised for growth in 2010 as we proceed with an aggressive capital program and pursue corporate and asset acquisitions to deliver growth and value for our shareholders.

For further information please visit our website at [www.rockenergy.ca](http://www.rockenergy.ca) or contact:

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