

Foothills Resources, Inc. Announces Production Increase at Goose Creek Oil Field

Bakersfield, California, November 16, 2006 - Foothills Resources, Inc. (**OTCBB:FTRS**) today announced that production from the Goose Creek oil field in Harris County, Texas has been increased by about 100 barrels of oil per day as a result of recompletions of previously inactive wells. This is an increase of about 18% over the average daily production for the previous two months.

Foothills Resources acquired Goose Creek and interests in three other producing oil fields in southeast Texas in a transaction that closed on September 8th of this year. The Company owns working interests ranging from 95% to 100% in the four fields, which are operated by Foothills and contain approximately 4,000 gross acres of leasehold and fee interests. There are more than 30 productive intervals between 800 ft and 4,500 ft.

Foothills President, John Moran, stated “The Company has identified seventy (70) recompletion and workover opportunities at Goose Creek and has started a systematic program to implement these. We are very encouraged by the initial results of this program and it is expected that production growth will continue. We are currently in the design phase of planning for a 3D seismic survey that we expect to acquire in the first half of 2007. The 3D seismic is expected to identify deeper productive intervals and significantly improve the mapping of the shallower oil productive horizons.”

About Foothills Resources, Inc.

Foothills Resources, Inc. is a growth oriented independent energy company engaged in the acquisition, exploration, exploitation and development of oil and natural gas opportunities. Its present business activities commenced in April 2006, following the concurrent completion of a merger transaction and a private placement financing.

Our business strategy is to identify and exploit low-to-moderate risk resources in and adjacent to existing or indicated producing areas that can be quickly developed and put on production, including the acquisition of producing properties with exploitation and exploration potential in these areas. We will also take advantage of our expertise to develop exploratory projects in focus areas and to participate with other companies in those areas to explore for oil and natural gas using state-of-the-art 3D seismic technology. Our management will use its extensive domestic and international oil and gas experience and our relationship with the well known energy consulting group Moyes and Co., Inc. (<http://www.moyesco.com>) to establish and grow the Company.

Additional information on Foothills Resources is available at <http://www.foothills-resources.com>.

For more information contact:
Bruce Nurse, Investor Relations

info@foothills-resources.com
1-888-662-FTRS(3877)

SEC Filings and Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements, other than statements of historical facts, included in this press release that address activities, events or developments that we expect or anticipate will or may occur in the future are forward-looking statements. The words “will,” “should,” “believe,” “intend,” “expect,” “anticipate,” “project,” “estimate,” “predict,” “plan” and similar expressions are also intended to identify forward-looking statements. These forward-looking statements include, but are not limited to, statements regarding business strategy and expansion and growth of our business and operations. Such forward-looking statements involve assumptions and are subject to known and unknown risks and uncertainties that could cause actual results or performance to differ materially from those expressed or implied by such forward-looking statements. Although we believe that the assumptions reflected in such forward-looking statements are reasonable, we can give no assurance that such assumptions will prove to have been correct. You should also know that such statements are not guaranties of future performance and are subject to risks, uncertainties and assumptions, including, but not limited to, failing to discover reserves that may be extracted on a commercially viable basis, inaccurately estimating oil and gas reserves, intense competition, environmental risks and general economic conditions including the price of oil and gas. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. Should any of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, actual results may differ materially from those included within these forward-looking statements. We undertake no obligation to publicly release the result of any revision to these forward-looking statements to reflect events or circumstances occurring after the date of this release or to reflect the occurrence of unanticipated events. Readers are urged to carefully review and consider the various disclosures made by us in our reports filed with the Securities and Exchange Commission, which attempt to advise interested parties of the risks and factors that may affect our business, financial condition, results of operations and cash flows.