

FOOTHILLS RESOURCES, INC.

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**COMPANY CONTACTS:
DENNIS B. TOWER, CHIEF EXECUTIVE OFFICER
JOHN L. MORAN, PRESIDENT
W. KIRK BOSCHÉ, CHIEF FINANCIAL OFFICER**

**888-662-3877
WWW.FOOTHILLS-RESOURCES.COM**

FOOTHILLS RESOURCES, INC. TO PRESENT AT THE SMH CAPITAL MARKETS INVESTOR GROWTH CONFERENCE

BAKERSFIELD, Calif. – (PR Newswire) – October 31, 2007 – Foothills Resources, Inc. (OTCBB: FTRS) today announced that Chief Executive Officer Dennis Tower will present at the SMH Capital Markets Investor Growth Conference in New York, on Friday, November 9th at 11:30 a.m. EST.

The investor presentation will be posted on the Company's web site at <http://www.foothills-resources.com>. A live webcast of the presentation will be available at http://www.corporate-ir.net/ireye/conflobby.zhtml?ticker=FTRS&item_id=1672195.

About Foothills Resources, Inc.

Foothills Resources, Inc. is a growth-oriented independent energy company engaged in the acquisition, exploration, exploitation and production of oil and natural gas opportunities in California, Texas and Oklahoma. Our business strategy is to identify and exploit low-to-moderate risk resources in existing 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. 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 develop the Company. Additional information on Foothills Resources is available at <http://www.foothills-resources.com>.

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