

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. Commences Drilling of Grizzly Bear Prospect

BAKERSFIELD, Calif. – (PR Newswire) – January 30, 2008 – Foothills Resources, Inc. (OTCBB: FTRS) (the “Company”) today announced that it has initiated drilling of its GB 4 well on the deep Grizzly Bear prospect, which underlies the Grizzly Bluff Field in the Eel River Basin in Humboldt County, California.

The upper portion of the GB 4 well will be drilled as a twin to a well drilled in 1964 that tested 5 million cubic feet of gas per day over a four-day period from the intermediate depth Lower Rio Dell formation. A key objective of the GB 4 well is to test the deeper formations below the Lower Rio Dell formation. The Company intends to drill the well to a depth of about 9,300 feet, which should be sufficient to evaluate the good gas shows encountered in the thick Eel River, Pullen and Bear River sandstones in a well drilled in 1971. The wells drilled in the 1960s and 1970s were not put on production and were subsequently abandoned due to the lack of a natural gas market and pipeline connection.

The drilling of the GB 4 well is expected to fulfill Foothills’ obligations in its Eel River joint venture and remove existing depth restrictions. Foothills is the operator of the joint venture, will pay 100% of the costs of drilling the GB 4 well, and will retain a 75% working interest in the well.

John Moran, President of Foothills Resources, said, “The Grizzly Bear Prospect is a large structural feature confirmed by 3D seismic interpretation and previous drilling activity that encountered gas in both the shallow and deeper formations. We believe this prospect has the potential to be a major natural gas discovery.”

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>.

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.

###