

**EAGLE ROCK EXPLORATION
ANNOUNCES JENSEN-WARNER FARM-IN ON FREEHOLD LANDS
& APPOINTMENT OF INVESTOR RELATIONS FIRM**

(Calgary, Alberta) March 10, 2008 – Eagle Rock Exploration (“ERX” or “Eagle Rock”) (TSXV:ERX) announces that it has entered into a farm-in agreement on freehold lands in the Jensen-Warner areas of Southern Alberta.

Under the terms of the farm-in, Eagle Rock will re-enter and re-complete three wells in the Jensen area by June 30, 2008. Eagle Rock will earn a 100% interest in the section of land on which each well is located, and will have a rolling option to drill and earn 100% in adjacent sections of land on which similar wells are located. Eagle Rock commenced operations on the first of these three wells in March, 2008, with the Mississippian zones being targeted for re-completion. The three wells targeted for recompletion were drilled in 1995, with one well testing at approximately 150 boe/d. Due to a lack of infrastructure in the area at that time, no further testing was conducted and the wells were shut-in.

Provided Eagle Rock completes its first well by August 30, 2008, the farm-in agreement also provides Eagle Rock with the opportunity to earn 100% interest on each section of land on which it completes a new well in the adjacent Warner area. Eagle Rock intends to target the Mississippian trend in the Warner area for its exploration drill, with drilling planned to commence in the second quarter of 2008.

Eagle Rock will be operator of the re-completed wells and on any new wells in the Jensen-Warner areas carried out under the terms of this farm-in agreement. The agreement encompasses freehold lands and therefore production from this area will not be subject to the higher crown royalties proposed by the Alberta Government for 2009. The freehold royalty rate is 25%.

“High commodity prices combined with recent infrastructure developments locally have improved the economics of exploration and development in the Jensen-Warner areas”, commented Jim Silye, President and CEO of Eagle Rock. He explained that “this farm-in provides Eagle Rock with a relatively low risk opportunity to substantially expand its operations in Southern Alberta.”

Eagle Rock Exploration has appointed BryanMillsIradesso (BMIR), a Calgary and Toronto-based investor relations firm, to help communicate with the investment community. The TSX Venture Exchange requires that the details of the arrangement between Eagle Rock and BMIR be disclosed. Eagle Rock retained BMIR beginning on March 1, 2008 at a rate of \$4,000 per month for a minimum of eight months, after which the contract will continue indefinitely until either party gives 30 days’ notice. The key individual from BMIR who will work with Eagle Rock is Stephanie Mesher, Vice President, Investor Relations and a former investment advisor.

About Eagle Rock

Eagle Rock is a publicly traded energy company involved in the exploration and development of low to medium risk oil and gas properties in Western Canada. Eagle Rock’s common shares trade on the TSX Venture Exchange under the symbol “ERX”. For more information please visit us at www.eaglerockexploration.com or contact:

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The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

Forward-looking Information

This press release includes forward-looking statements and assumptions respecting ERX's strategies, future operations, expected financial results, financial sources, commodity prices, costs of production and quantum of oil and natural gas reserves and discusses certain issues, risks and uncertainties that can be expected to impact on any of such matters. By their nature, forward-looking statements are subject to numerous risks and uncertainties that can significantly affect future results. Actual future results may differ materially from those assumed or described in such forward-looking statements as a result of the impact of issues, risks and uncertainties whether described herein or not, which ERX may not be able to control. The reader is therefore cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements contained in this news release are made as of the date hereof and ERX undertakes no obligation to update publicly or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. The forward-looking statements contained in this news release are expressly qualified by this cautionary statement. In addition, the term BOE or BOE's may be misleading, particularly if used in isolation. A BOE (barrel of oil equivalent) conversion ratio of 6 Mcf per one (1) BOE is based on an energy equivalency conversion method primarily applicable at the burner tip and does not represent a value equivalency at the wellhead.

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