



NEWS RELEASE

ESSENTIAL ENERGY SERVICES ANNOUNCES EXECUTIVE MANAGEMENT CHANGES

CALGARY, ALBERTA March 20, 2013 - Essential Energy Services Ltd. (TSX: ESN) ("Essential") announces the following executive management changes effective April 8, 2013:

- Mr. Jeff Newman, currently Vice President, Finance and Chief Financial Officer, will be appointed Senior Vice President, Corporate.
- Mr. Allan Mowbray will be appointed Vice President, Finance and Chief Financial Officer.

Mr. Newman has served as Essential's Vice President, Finance and Chief Financial Officer since 2008. In his new role as Senior Vice President, Corporate, he will be focused on assessing business development opportunities and providing support for various corporate initiatives. Establishing this role will allow Essential to benefit from Mr. Newman's broad industry, business and financial experience. Mr. Newman holds a Bachelor of Commerce degree, has been a Chartered Accountant since 1991 and a Chartered Business Valuator since 1995.

Mr. Mowbray brings over 20 years of financial experience in various industries. He is coming to Essential from SMART Technologies Inc. where he has been in a number of senior financial roles, including Corporate Controller, since 2008. Mr. Mowbray was the Controller of a predecessor company of Essential from 2005 to 2007. Mr. Mowbray brings a broad range of public market and reporting experience as well as financial leadership expertise. He holds a Bachelor of Commerce degree and has been a Chartered Accountant since 1993.

ABOUT ESSENTIAL

Essential is a growth-oriented, dividend paying corporation that provides oilfield services to producers in western Canada for producing wells and new drilling activity. Essential operates the largest coil tubing well service fleet in Canada with 46 coil tubing rigs and a fleet of 55 service rigs. Essential also sells, rents and services downhole tools and equipment including the Tryton Multi-Stage Fracturing System. Further information can be found at www.essentialenergy.ca.

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The TSX has neither approved nor disapproved the contents of this press release.