



NEWS RELEASE

ESSENTIAL ENERGY SERVICES ANNOUNCES ACQUISITION OF COIL TUBING ASSETS

CALGARY, ALBERTA – May 13, 2010 – Essential Energy Services Ltd. (TSX: ESN) (“Essential”) is pleased to announce that it has signed a Letter of Intent to purchase five coil tubing rigs for \$2.3 million including blow out preventers, coil tubing inventory, trailers and other peripheral equipment (the “Acquisition”). The acquired coil tubing rigs vary in age and hour usage but are all relatively new. Essential plans to convert three of the coil tubing rigs to intermediate depth over the next few months and use two of the rigs as upgrades to the existing fleet. In conjunction with the closing of this transaction, Essential plans to remove three of its older shallow coil tubing rigs from service. The Acquisition is expected to close on May 26, 2010 and will modernize and further increase the depth capacity of Essential’s fleet of coil tubing rigs.

Essential currently has 30 coil tubing rigs, the largest coil tubing well service fleet in Canada. After the Acquisition and planned conversions, Essential will have 32 coil tubing rigs including 17 shallow rigs, 14 intermediate rigs and 1 deep rig. A second deep coil tubing rig currently being built is expected to go into service late in the fourth quarter.

ABOUT ESSENTIAL

Essential Energy Services Ltd. is a growth-oriented corporation that provides oilfield services to oil and gas producers in western Canada for servicing of producing wells and new drilling activity. Essential provides services through its Well Servicing and Downhole Services & Rentals divisions. With 51 service rigs, Essential is the 6th largest service rig provider in Canada. With 30 coil tubing rigs, Essential has the largest coil tubing well service fleet in Canada. Essential sells and services a full-range of downhole tools including multistage fracturing services and offers rental equipment. Essential also has 20 wireline trucks. Further information about Essential can be found at www.essentialenergy.ca.

READER ADVISORY

This news release contains forward-looking statements and information within the meaning of applicable securities laws. The use of any of the words "expect", "anticipate", "continue", "estimate", "objective", "ongoing", "may", "will", "project", "should", "believe", "plans", "intends" and similar expressions are intended to identify forward-looking information or statements. In particular, this news release contains forward-looking statements concerning the timing of the completion of the Acquisition, the number of coil tubing rigs to be acquired pursuant to the Acquisition, future use of the acquired assets and certain of Essentials existing coil tubing rigs, timing of the completion of construction of a second deep coil tubing rig currently under construction, future spending related to the acquired assets and the anticipated impact of the Acquisition on Essential.

These forward-looking statements and information are based on certain key expectations and assumptions made by Essential regarding timing and receipt of regulatory and other third party approvals to the Acquisition and the completion of the Acquisition in the manner currently contemplated by the Letter of Intent. Although Essential believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information because Essential can give no assurance that they will prove to be correct.

Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, failure to complete the Acquisition as intended and failure to grow the business of Essential as anticipated. Accordingly, readers should not place undue reliance on the forward-looking statements and information. Readers are cautioned that the foregoing list of factors is not exhaustive. Additional information on these and other factors that could affect Essential or Essential's financial results are included in Essential's securities filings with applicable securities regulatory authorities and may be accessed through the SEDAR website (www.sedar.com).

The forward-looking statements and information contained in this news release are made as of the date hereof and Essential undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws.

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The TSX has not reviewed and does not accept responsibility for the adequacy or accuracy of this news release.