



Western Plains Petroleum Ltd.

Western Plains Acquires Additional Land in Landrose Area

For Immediate Release

November 23, 2010

CALGARY, ALBERTA – Western Plains Petroleum Ltd. (TSXV:WPP) (“**Western Plains**” or the “**Company**”) is pleased to announce it has acquired, with an industry partner, a 100% interest (50% net to the Company) in 40 gross acres (20 net acres to the Company) of undeveloped petroleum and natural gas rights located in the Landrose area of west-central Saskatchewan on Section 16-50-26 W3M, approximately 15 kilometres east of Lloydminster. Western Plains made the acquisition from an arm’s-length Calgary-based private oil and gas company on a 50/50 basis with an industry partner for the cash consideration of approximately \$82,000 (\$41,000 net to the Company), inclusive of administrative fees and taxes.

Western Plains already holds working interests in the Landrose area (on Section 6-50-25 W3M), on which it has recently drilled and completed three (3) wells, all currently producing heavy oil in aggregate at an average rate of 240 bbls/d (100 bbls/d net to the Company). Western Plains has booked a drilling rig to spud two (2) in-fill wells on Section 6-50-25 W3M for November 30, 2010. As there is a drilling location and licensing already in place on the newly acquired Landrose lands on Section 16-50-26 W3M, Western Plains has added a third well to this drilling program, with the expectation that these three (3) wells will be drilled, completed and on production prior to year end. Western Plains is the operator of the Landrose assets and it will be conducting the three (3) well drilling program on a 50/50 basis with its working interest partner.

About Western Plains Petroleum Ltd.

Western Plains is a Lloydminster, Alberta, based junior heavy oil producer with interests located in the Lloydminster area in both Saskatchewan and Alberta. The common shares of the Company trade on the TSX Venture Exchange under the symbol WPP.

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Reader Advisory

Certain information in this Press Release is forward-looking within the meaning of certain securities laws, and is subject to important risks, uncertainties and assumptions. This forward-looking information includes, among other things,

information with respect to Western Plains' beliefs, plans, expectations, anticipations, estimates and intentions, including the completion of Western Plains' success of future drilling and development activities, the performance of existing wells, the performance of new wells, general economic conditions, availability of required equipment and services and prevailing commodity prices. The words "may", "could", "should", "would", "suspect", "outlook", "believe", "anticipate", "estimate", "expect", "intend", "plan", "target" and similar words and expressions are used to identify forward-looking information. The forward-looking information in this Press Release describes Western Plains' expectations as of the date of this Press Release.

Material factors which could cause actual results or events to differ materially from such forward-looking information include, among others, risks arising from general economic conditions and adverse industry events, risks arising from operations generally, changes in plans with respect to exploration or development projects or capital expenditures; the uncertainty of reserve estimates; the uncertainty of estimates and projections relating to production, costs and expenses, and health, safety and environmental risks), commodity price and exchange rate fluctuations; reliance on contractual rights such as licenses and leases in the conduct of its business, reliance on third parties, reliance on key personnel, possible failure of the business model or business plan or the inability to implement the business model or business plan as planned, competition, environmental matters, and insurance or lack thereof.

Western Plains cautions that the foregoing list of material factors is not exhaustive, is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on Western Plains forward-looking information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. Western Plains has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to in the previous paragraph will not cause such forward-looking information to differ materially from actual results or events.

The forward-looking statements contained in this press release are made as of the date hereof and the Company 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.