



July 21, 2015

INTRODUCTION OF TIM MCMILLAN'S LETTER TO THE CALGARY HERALD

Birchcliff supports the recent initiatives of the Canadian Association of Petroleum Producers ("CAPP") to make available to Albertans and Canadians, basic information regarding Alberta's oil and natural gas industry and the challenges it is facing.

Improving the understanding of our industry by Albertans is particularly important in light of the royalty review and taxation changes that have been recently announced by the new Government of Alberta. Accurate information regarding our industry is also important to Canadians at large with a federal election looming in the fall.

Birchcliff urges everyone to read the letter from CAPP's President, Tim McMillan that was recently published in the Calgary Herald and to forward this letter to others who might have an interest in learning some basic facts regarding Alberta's most important industry and primary economic engine.

The full text of this letter can be accessed by clicking on this hyperlink.

<http://calgaryherald.com/opinion/columnists/mcmillan-grow-the-energy-industry-dont-just-tax-it>

About Birchcliff:

Birchcliff is a Calgary, Alberta based intermediate oil and gas company with operations concentrated within its one core area, the Peace River Arch of Alberta. Birchcliff's Common Shares and Cumulative Redeemable Preferred Shares, Series A and Series C are listed for trading on the Toronto Stock Exchange under the symbols "BIR", "BIR.PR.A" and "BIR.PR.C", respectively.

For further information, please contact:

Birchcliff Energy Ltd.

Suite 500, 630 – 4th Avenue S.W.
Calgary, AB T2P 0J9
Tel: (403) 261-6401
Fax: (403) 261-6424

Jeff Tonken, *President and Chief Executive Officer*

Bruno Geremia, *Vice-President and Chief Financial Officer*

Jim Surbey, *Vice-President, Corporate Development*