

For Immediate Release
Calgary, Alberta

Sahara Energy Ltd.-TSX Venture Exchange: SAH
U.S. Quotation: SAHRF

October 29, 2007

**SAHARA ENERGY - ANNOUNCES NON-BROKERED FINANCING
FOR IMMEDIATE RELEASE**

CALGARY, ALBERTA, Sahara Energy Ltd. ("Sahara" or the "Company") is pleased to announce that, subject to regulatory approvals, it intends to issue, on a non-brokered private placement basis (the "Private Placement"), up to 8,000,000 common shares of the Company issued on a "flow-through" basis (the "Flow-Through Shares") and renounced to subscribers as Canadian Development Expenses pursuant to the *Income Tax Act* (Canada) at a price of \$0.22 per Flow-Trough Share.

Proceeds of the Private Placement will be used to fund general expenditures related to Sahara's development and exploration of its oil and natural gas properties.

The board of directors of Sahara has been and is considering strategic issues for the Corporation. The board of directors will be considering alternatives to maximize shareholder value for raising additional capital which may be in the form of debt or equity, as the Corporation will require additional funds in order to carry out its business plan.

The securities offered have not been and will not be registered under the U.S. Securities Act of 1933, as amended, and may not be offered or sold in the United States absent registration or applicable exemption from the registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful.

Sahara is a junior oil and gas company focused on the exploration and development of oil and gas in western Canada.

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Statements in this press release may contain forward-looking statements including expectations with respect to future events and the actions of third parties. These statements are based on current expectations that involve a number of risks and uncertainties, which could cause actual results to differ materially from those anticipated. These risks include, but are not limited to: the underlying risks of the oil and gas industry (i.e. operational risks in development, exploration and production; potential delays or changes in plans with respect to exploration or development projects or capital expenditures; the uncertainty of reserves estimates; the uncertainty of estimates and projections relating to production, costs and expenses, adequate available financing and health, safety and environmental factors), commodity price and exchange rate fluctuation and uncertainties.

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