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News release via Canada NewsWire, Calgary 403-269-7605

Attention Business Editors:
True Energy Announces Change in Management

TSX: TUI

CALGARY, Oct. 10 /CNW/ - True Energy Inc. ("True", "the Company") announces that Sadiq Lalani, Vice President Finance and Chief Financial Officer, has resigned and will be leaving the Company to pursue another oil and gas opportunity.

"Mr. Lalani helped shepherd True's successful asset stewardship program and his efforts have had a very positive effect on the Company," said Paul Baay, President and Chief Executive Officer. "We are well-positioned to continue our operational and financial growth."

The Board of Directors of True has commenced a search for Mr. Lalani's replacement. Mr. Lalani will assist the Company as part of the transition team until his replacement is found. He will be assisted by True's Controller, Mary Kay Axford.

True Energy Inc. is a Calgary-based oil and natural gas exploration and production company with producing assets in two core areas in Alberta and Saskatchewan. The Company's shares trade on The Toronto Stock Exchange under the symbol "TUI".

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

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10/10/2002

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(TUI.)

CO: True Energy Inc.
ST: Alberta
IN: OIL
SU: PER

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