

NEWS RELEASE**CONSULTANT ENGAGED TO SUPERVISE THE DRILLING AND COMPLETION OF PLANNED PILOT PROJECT WELLS****October 23, 2012 – 08:00 EST**

Deep Well Oil & Gas, Inc. (and its subsidiaries - "Deep Well" or "Company") (otcqb:DWOG) (News) is pleased to announce that it has engaged Fire Creek Resources Ltd., as a Consultant for its Sawn Lake pilot project. Fire Creek is an Oil & Gas Consulting company based in Alberta that has managed projects in more than 20 countries on five continents specializing in drilling, completions and design management. They have planned over 1,000 wells in Alberta's Oilsands. Fire Creek's responsibilities include drilling and completion project management, and construction supervision. In this role, Fire Creek will supervise the work of contract drilling crews and service personnel to drill the wells required for the pilot project, and to be responsible for overall quality control and quality assurance on all aspects of the drilling operation. Fire Creek will provide all drilling expertise as required within Alberta's regulatory framework.

The Horizontal Cycling Steam Stimulation pilot project, recommended as the optimum production method by DeGolyer & MacNaughton Canada ("D&M"), will mark the first sustained extraction from Sawn Lake holdings. D&M previously assigned probable reserves of 7.8 million barrels to the pilot project lands and an additional 198 million barrels of best case contingent resources to Deep Well's remaining Sawn Lake lands.

Successful completion of pilot projects typically results in a more comprehensive understanding of the contents and accessibility of the reservoir.

Deep Well and its Canadian subsidiaries Northern Alberta Oil Ltd. and Deep Well Oil & Gas (Alberta) Ltd. have an 80% working interest in 56 contiguous square miles of oil sands leases, 40% working interest in an additional 12 square miles in the Sawn Lake heavy oil area in North Central Alberta. The leases cover 43,015 gross acres.

Statements relating to "reserves" or "contingent resources" or "prospective resources" are deemed to be forward-looking statements, as they involve the implied assessment, based on certain estimates and assumptions, that the reserves, contingent resources or prospective resources described exist in the quantities predicted or estimated, and can be profitably produced in the future. Investors are cautioned not to assume that any part or all of the probable or possible reserves, contingent resources or prospective resources described herein will ever be converted to proved reserves.

This news release contains forward-looking statements. The words or phrases "would be," "to be," "will allow," "intends to," "will likely result," "are expected to," "will continue," "is anticipated," "potential," "recoverable," "estimate," "forecast," "project," or similar expressions are intended to identify "forward-looking statements." Actual results could differ materially from those projected in the Company's proposed oil and

gas related business and described in this press release. The Company's business and the realization of the results contemplated by this press release are subject to various risks, which are discussed in the Company's filings with the SEC. The Company's filings may be accessed at the SEC's Edgar system at www.sec.gov. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company cautions readers not to place reliance on such statements. Unless otherwise required by applicable law, we do not undertake, and we specifically disclaim any obligation, to update any forward- looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such a statement.

Deep Well Oil & Gas, Inc. (OTCQB Marketplace: DWOG - News)

Contact:

Deep Well Oil & Gas, Inc.

Dr. Horst A. Schmid

Chairman of the Board

1 780 409 8144

HASchmid@deepwelloil.com

www.deepwelloil.com