



**LONG RUN EXPLORATION LTD. AND INDUSTRY PARTNERS
SOUTHERN ALBERTA FLOOD RELIEF DONATIONS EXCEED \$1 MILLION**

CALGARY, ALBERTA (August 7, 2013) - (LRE: TSX) Long Run Exploration Ltd. (“Long Run”) and a syndicate of industry partners including Alberta Tubular Products Ltd., Canadian Energy Services & Technology Corp., Phoenix Technology Services LP, Trinidad Drilling Ltd., Cormark Securities Ltd., Cathedral Energy Services Ltd., Coral Hill Energy Ltd., Matrix Drilling Fluids Ltd., and Secure Energy Services Inc., grouped together to donate funds targeting flood relief efforts in southern Alberta. The total amount raised exceeded our \$1 million goal and is a combination of corporate and individual employee contributions. Long Run wishes to thank all donors, both corporate and individual, for their generosity and for showing what it means to be an Albertan.

Long Run is a Calgary-based intermediate oil company focused on light-oil development and exploration in western Canada. For further information about Long Run, visit the Company’s website at www.longrunexploration.com.

For further information, contact:

William E. Andrew
Chair and Chief Executive Officer
(403) 261-6012

Dale A. Miller
President
(403) 261-6012

Jason Fleury
Vice President, Capital Markets
(403) 261-8302

Investor Relations
(888) 598-1330
information@longrunexploration.com