SAHARA ENERGY LTD.

Sahara Energy Ltd. Announces Issuance of Common Shares for Debt

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Calgary, Alberta – January 7, 2011 – Sahara Energy Ltd. (TSXV: SAH) ("Sahara" or the "Company") today announced that it will be seeking regulatory approval for the issuance of 967,029 common shares ("Common Shares") in the capital of Sahara in full satisfaction of certain debts, including applicable interest, aggregating \$105,164.38 held by King World International Holdings Limited. The Common Shares to be issued as consideration for cancelling the debt will be issued at a deemed value per Common Share of \$0.10875, being the discounted market price as determined by the closing price of the Common Shares on the TSX Venture Exchange ("TSXV") on January 6, 2011, the day before this announcement.

Final approval of the issuance of Common Shares is subject to regulatory approval, including the approval of the TSXV.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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