



Los Angeles Co., CA

S. PLACERITA OIL FIELD

RE-ACTIVATION PROJECT

(~9,200,000 BBL PROVED per Ryder Scott)
(+ Significant Add'l Probable Reserves)

**21:1 ROI – 3 Yr Payout –
Net CF +\$1.1MM/mo.**

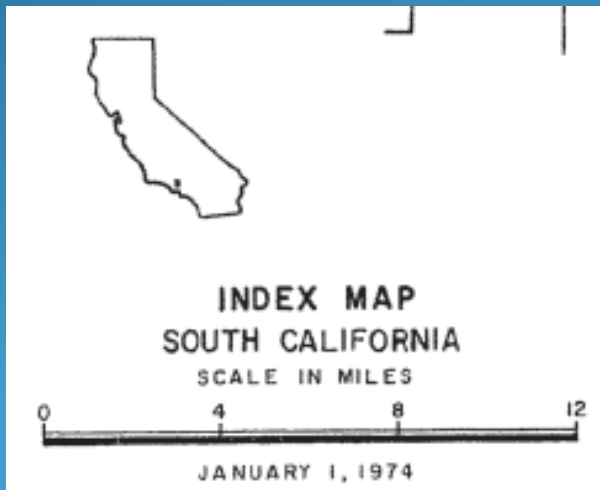
ABOUT AMRICH ENERGY INC.

- Formed March 2009 - privately owned Delaware Corp.
- Registered Operator in California
- Founders and Executives are –
 Dr. Amiel David and Mr. Richard Lee
- Amrich focuses on the production, acquisition, redevelopment, exploitation, and exploration of hydrocarbons in the various California basins.
- Area of operations are in the Santa Maria Basin and in Kern County.
- Formed Amrich, LLC for the Placerita acquisition.

AMRICH STRATEGY

- Stay with all Onshore Leases - and all Fee.
- Develop reserves in existing oil fields and other opportunities in California.
- Tap the massive Reserves/Resources that have been overlooked or dismissed by the Majors.
- Amrich operates producing leases and owns Leasehold Interests in:
 - Midway-Sunset
 - Deer Creek
 - Capitan
 - Welcome Valley
 - Placerita
 - Casmalia
 - Mountain View
 - Afana
 - Santa Maria Valley

PLACERITA AREA MAP



AMRICH PLACERITA - CURRENT LEASE POSITION



S. Placerita Oil Field History and Reactivation Plan

AmRich's +114-acre portion of the Placerita Canyon Oil field was initially acquired in 1935 by the Yant Petroleum Corporation. Yant #5 was completed in the L. Kraft at 2,735' for 10 BOPD (11.8 API crude). Very little activity thereafter until Nelson-Phillips took over in 1948.

In 1948 Nelson-Phillips completed the Kraft #1 at 780', producing 70 BOPD (16.4 API). This spurred the development of the Kraft-York Area with well IP's that varied from 25 BOPD to 175 BOPD from the Shepard Sand (~1,000') and U. Kraft zones (~1,500'), with a few wells that TD'd at or just into the L. Kraft (~ 2000 feet).

The utilization of steam-enhanced recovery was successfully implemented in the early 80's, but after the rapid decline of oil prices in 1986 the area was shut in, then started up again in 1989, and then TA'd in 1997. Shortly thereafter several wells were plugged, and the remainder had equipment removed and were idled. This area has produced more than 4,200,000 BO to date.

The contiguous area to the north (currently owned by Berry Petroleum) was being concurrently developed in the same zones. Large-scale steaming operations, initiated in the early 1990's, increased Berry's production to +3000 BOPD. Placerita field has produced >70,000,000 BO to date.

In 2011 Amrich, LLC. acquired the subject leases and has developed a phased plan to reinstall production facs, reactivate 25 idle wells (~125 BOPD), cycle-steam these (~225 BOPD), then drill 67 wells (producers & injectors) to add Kraft producers and install a Shepard Steam flood (+1,000 BOPD), for a target field production of ~1,350 BOPD. The project is estimated to cost ~\$21,000,000.

PLACERITA REACTIVATION PROJECT

- FIELD DEVELOPMENT PHASES -

- **PHASE 1** Re-install Prod Facilities, Re-activate 25 existing wells, Install One 25 MMBTU Steam Generator, Cycle Steam
- **PHASE 2** In-fill Drill 5-Spot Pattern Injectors and Producers

- HIGHLIGHTS -

- 21:1 ROI -- 3 year Pay Out -- NET Cash Flow +\$1,100,000/mo
- Well-Established Field and History with Analog Performance.
- 2 – 3 Reservoirs; Shallow, and Total 200 to 400 Feet Thick.
- Formations Have 60% - 75% Oil Saturation and +50% RF.
- +114 Acre Leasehold – 50 Year project.

PLACERITA FIELD REACTIVATION PLAN

PHASE 1

PHASE 1 DETAILS –

- Reconstruct Tank Battery - for 1,500 BOPD & 15,000 BWPD.
- Return to production 8 wells that are already completed in the Shepard and Kraft (14, 7R, 35, 4R, 18, 21, 22, 24R).
- Workover and complete 4 wells as producers in the Shepard and Kraft (36,11,13, 16R).
- Re-activate additional 13 existing oil wells with low profile pumping systems.
- Install one 25 mmBTU Steam Generator with water treatment system.

PLACERITA FIELD REACTIVATION PLAN PHASE 1 COST ESTIMATIONS

| | |
|--|--------------------|
| Reconstruct tank battery: | \$1,400,000 |
| Re-activate 25 existing Kraft producers: (25 wells x \$65,000/well) | \$1,625,000 |
| Install steam generator & water system: | \$2,100,000 |
| Install automation systems and power: | \$ 700,000 |
| TOTAL INVESTMENT: | \$5,825,000 |

PLACERITA FIELD REACTIVATION PLAN PHASE 2

PHASE 2 DETAILS – (NOTE: DIFFERS FROM RYDER SCOTT CYCLE STEAM-ONLY PROJECTION – INCLUDES SHEPARD STEAM FLOOD)

- Return to Production remaining idled wells.
- Drill 67 wells – replacement, steam injection, etc.
- Convert 6 wells to Shepard steam flood wells (39, 3R, 40, 27, T-2, 42).
- Install three 50 mmBTU steam generators with water plants.
- Begin Kraft cycles : steam Kraft for 15-30 days every 4 months.
- Begin Shepard Steam Flood.

PLACERITA FIELD REACTIVATION PLAN PHASE 2 COST ESTIMATIONS

| | |
|--|---------------------|
| Drill 67 wells: (20 injectors x \$175,000 ea; 47 producers x \$250,000 ea) | \$15,250,000 |
| Install 50mmbtu steam generators: (incl steam lines) | \$ 4,500,000 |
| Well conversions & remaining RTP: (6 wells to Shepard steam inj; 12 wells to dual prod) | \$ 325,000 |
| Other: | \$1,100,000 |
| TOTAL PHASE 2 NVESTMENT: | \$21,175,000 |

PLACERITA FIELD REACTIVATION COST ESTIMATIONS: PHASE 1 & 2

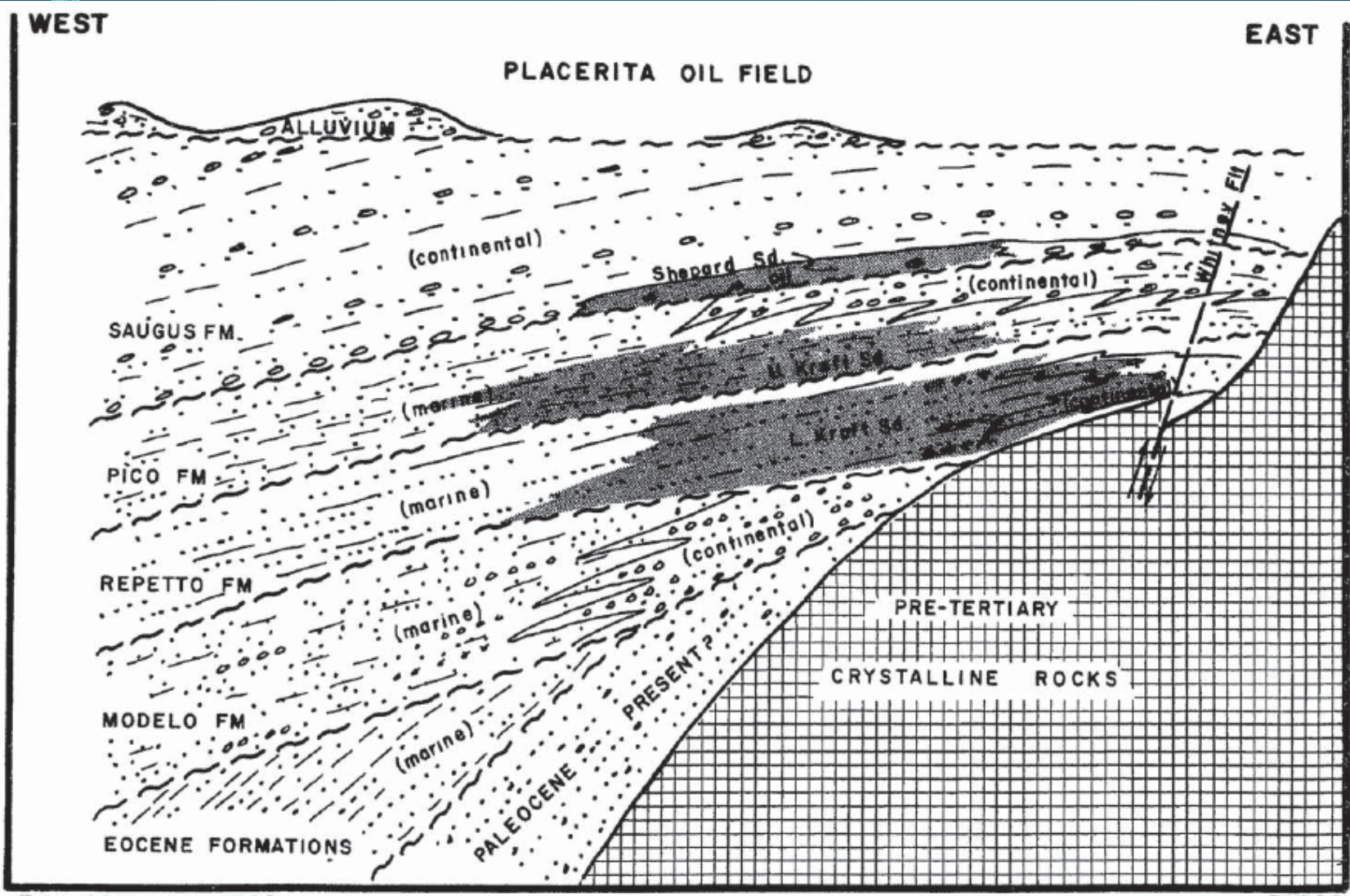
Total Capital investment

(Paid in over ~3 year period)

~\$27,000,000

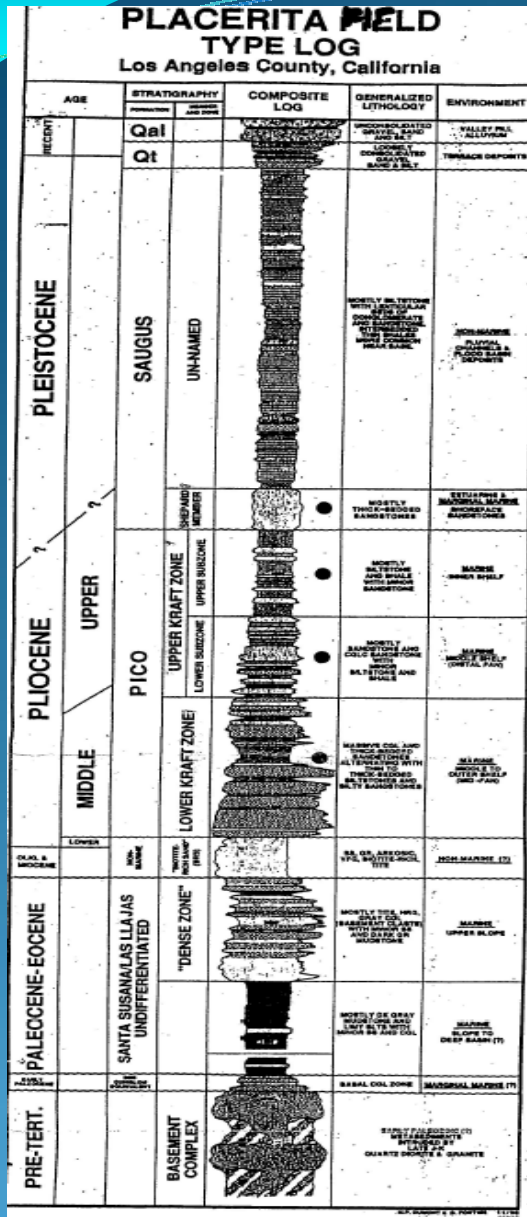
(Phase 1 & 2)

PLACERITA OIL FIELD CROSS SECTION



Schematic diagram showing Cenozoic sediments in eastern Ventura Basin, Placerita Oil Field south of the San Gabriel fault zone. Not to scale.

PLACERITA FIELD TYPE LOG



The Sandstone zones of interest are:

1. Shepard
2. Upper Kraft (Upper & Lower Subzone)
3. Lower Kraft

| Pool Data | | | |
|----------------------------|-------------|-------------|-------------|
| Zone | Shepard | Upper Kraft | Lower Kraft |
| Reservoir Rock Properties | | | |
| Porosity | 25% | 35% | 25% |
| Soi | 55% | 50% | 60% |
| Swi | 45% | 50% | 40% |
| Sor (Core) | 20% to 25% | 20% to 25% | 20% to 25% |
| Sgi | Unsaturated | Unsaturated | Unsaturated |
| Permeability to air (MD) | | 2,000 | 3000 |
| Reservoir Fluid Properties | | | |
| Oil Gravity (API) | 12 | 12 | 18-25 |
| Sulfur Content (% by wt) | | 1.3% | 1.30% |
| GOR (Scf/STB) | 50 | 50 | 50 |
| FVF (RBBL/STB) | 1.03 | 1.03 | 1.03 |
| Viscosity (cp @ f) | | 1,000 @ 90 | |
| Water Salinity (ppm) | 3,800 | 3,800 | 4,300 |

PROPOSED FACILITY LOCATIONS



LEGEND

- AMRICH LEASE
- PENDING LEASE
- PROPOSED PROJECT LOCATION
- PROPOSED PIPELINE ROUTE
- ASSESSORS PARCEL

AMRICH ENERGY

PREPARED BY SET TRACTOR
MARCH 2011
USL KADAR



PLACERITA OIL FIELD
CITY OF SANTA CLARITA
COUNTY OF LOS ANGELES, CALIFORNIA



USL LEASE DEVELOPMENT PLAN

(Ryder Scott Reserves, SEC Pricing, AmRich Costs)

Date 04/05/2012

Partner : All Cases

Reserve Cat. : Proved Undeveloped

ECONOMIC PROJECTION

Placerita

RYDER SCOTT reserves - Updated Costs - CYCLE STEAM ONLY

Discount Rate : 10.00

As of : 04/01/2012

Case : RYDER SCOTT rep Updated CYCLE

Type : LEASE CASE

Field : Placerita

Operator : AmRich

Reservoir : Shepard - Kraft

Co., State : Los Angeles, CA

| Year | Oil Gross (Mfbbl) | Gas Gross (MMcf) | Oil Net (Mfbbl) | Gas Net (MMcf) | Oil Price (\$/bbl) | Gas Price (\$/Mcf) | Oil & Gas Rev. Net (M\$) | Misc. Rev. Net (M\$) | Costs Net (M\$) | Taxes Net (M\$) | Invest. Net (M\$) | NonDisc. CF Annual (M\$) | Cum Disc. CF (M\$) | |
|------|-------------------|------------------|-----------------|----------------|--------------------|--------------------|--------------------------|----------------------|-----------------|-----------------|-------------------|--------------------------|--------------------|-----------|
| 2012 | 10.55 | 0.00 | 8.44 | 0.00 | 98.32 | 0.00 | 830.07 | 0.00 | 232.17 | 58.48 | 6,000.00 | -5,460.58 | -5,258.64 | |
| 2013 | 119.99 | 0.00 | 96.00 | 0.00 | 98.32 | 0.00 | 9,438.32 | 0.00 | 2,639.89 | 664.94 | 9,500.00 | -3,366.50 | -8,307.82 | |
| 2014 | 143.93 | 0.00 | 115.15 | 0.00 | 98.32 | 0.00 | 11,321.29 | 0.00 | 3,166.55 | 797.59 | 6,500.00 | 857.15 | -7,826.08 | |
| 2015 | 215.61 | 0.00 | 172.48 | 0.00 | 98.32 | 0.00 | 16,958.66 | 0.00 | 4,743.32 | 1,194.75 | 0.00 | 11,020.59 | 259.73 | |
| 2016 | 240.53 | 0.00 | 192.42 | 0.00 | 98.32 | 0.00 | 18,918.82 | 0.00 | 5,291.57 | 1,332.84 | 0.00 | 12,294.40 | 8,459.95 | |
| 2017 | 240.00 | 0.00 | 192.00 | 0.00 | 98.32 | 0.00 | 18,877.44 | 0.00 | 5,280.00 | 1,329.93 | 0.00 | 12,267.51 | 15,898.16 | |
| 2018 | 240.00 | 0.00 | 192.00 | 0.00 | 98.32 | 0.00 | 18,877.44 | 0.00 | 5,280.00 | 1,329.93 | 0.00 | 12,267.51 | 22,660.60 | |
| 2019 | 240.00 | 0.00 | 192.00 | 0.00 | 98.32 | 0.00 | 18,877.44 | 0.00 | 5,280.00 | 1,329.93 | 0.00 | 12,267.51 | 28,808.68 | |
| 2020 | 240.66 | 0.00 | 192.53 | 0.00 | 98.32 | 0.00 | 18,929.16 | 0.00 | 5,294.47 | 1,333.57 | 0.00 | 12,301.12 | 34,412.74 | |
| 2021 | 240.00 | 0.00 | 192.00 | 0.00 | 98.32 | 0.00 | 18,877.44 | 0.00 | 5,280.00 | 1,329.93 | 0.00 | 12,267.51 | 39,493.13 | |
| 2022 | 240.00 | 0.00 | 192.00 | 0.00 | 98.32 | 0.00 | 18,877.44 | 0.00 | 5,280.00 | 1,329.93 | 0.00 | 12,267.51 | 44,111.97 | |
| 2023 | 240.00 | 0.00 | 192.00 | 0.00 | 98.32 | 0.00 | 18,877.44 | 0.00 | 5,280.00 | 1,329.93 | 0.00 | 12,267.51 | 48,311.19 | |
| 2024 | 240.66 | 0.00 | 192.53 | 0.00 | 98.32 | 0.00 | 18,929.16 | 0.00 | 5,294.47 | 1,333.57 | 0.00 | 12,301.12 | 52,138.84 | |
| 2025 | 238.34 | 0.00 | 190.67 | 0.00 | 98.32 | 0.00 | 18,747.13 | 0.00 | 5,243.55 | 1,320.75 | 0.00 | 12,182.83 | 55,585.20 | |
| 2026 | 235.37 | 0.00 | 188.29 | 0.00 | 98.32 | 0.00 | 18,512.92 | 0.00 | 5,178.04 | 1,304.25 | 0.00 | 12,030.63 | 58,679.32 | |
| Rem | 6,109.10 | 0.00 | 4,887.28 | 0.00 | 98.32 | 0.00 | 480,517.64 | 0.00 | 134,400.28 | 33,852.79 | 0.00 | 312,264.57 | 26,281.48 | |
| Tota | 49.5 | 9,234.74 | 0.00 | 7,387.79 | 0.00 | 98.32 | 0.00 | 726,367.80 | 0.00 | 203,164.31 | 51,173.10 | 22,000.00 | 450,030.40 | 84,960.80 |
| Ult. | 9,234.74 | 0.00 | | | | | | | | | | | | |

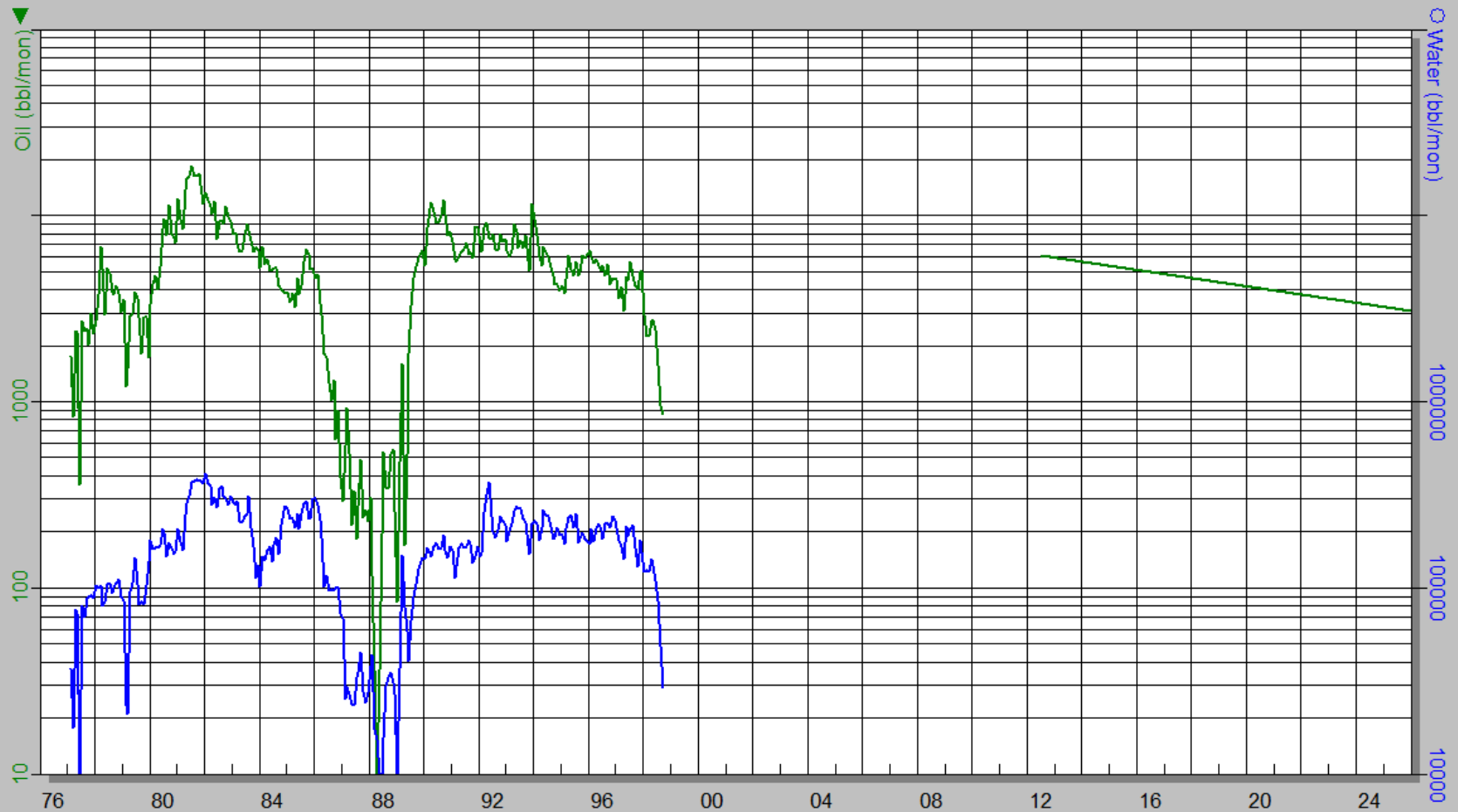
Eco. Indicators

| Major Phase | Oil | Return on Investment (disc) : | 5.309 | Present Worth Profile (M\$) |
|-------------------|------------------|---------------------------------|------------|-----------------------------|
| Initial Rate : | 100.00 bbl/month | Return on Investment (undisc) : | 21.456 | PW 5.00% : 169,633.08 |
| Abandonment : | 100.00 bbl/month | Years to Payout : | 3.48 | PW 8.00% : 109,260.22 |
| Initial Decline : | 0.000 %/year | Internal Rate of Return (%) : | 60.66 | PW 10.00% : 84,960.80 |
| | | | | PW 12.00% : 67,738.09 |
| Abandon Day : | 10/11/2061 | | | PW 15.00% : 49,946.85 |
| | | Working Revenue | 1.00000000 | PW 60.00% : 125.73 |
| | | | 0.80000000 | |

PLACERITA REACTIVATION PROJECTION (Place existing wells back on production)

Case Name: Placerita - re-activation
Amrich
Oil

County, State: LA, CA
LA, CA
14,572.51 MS



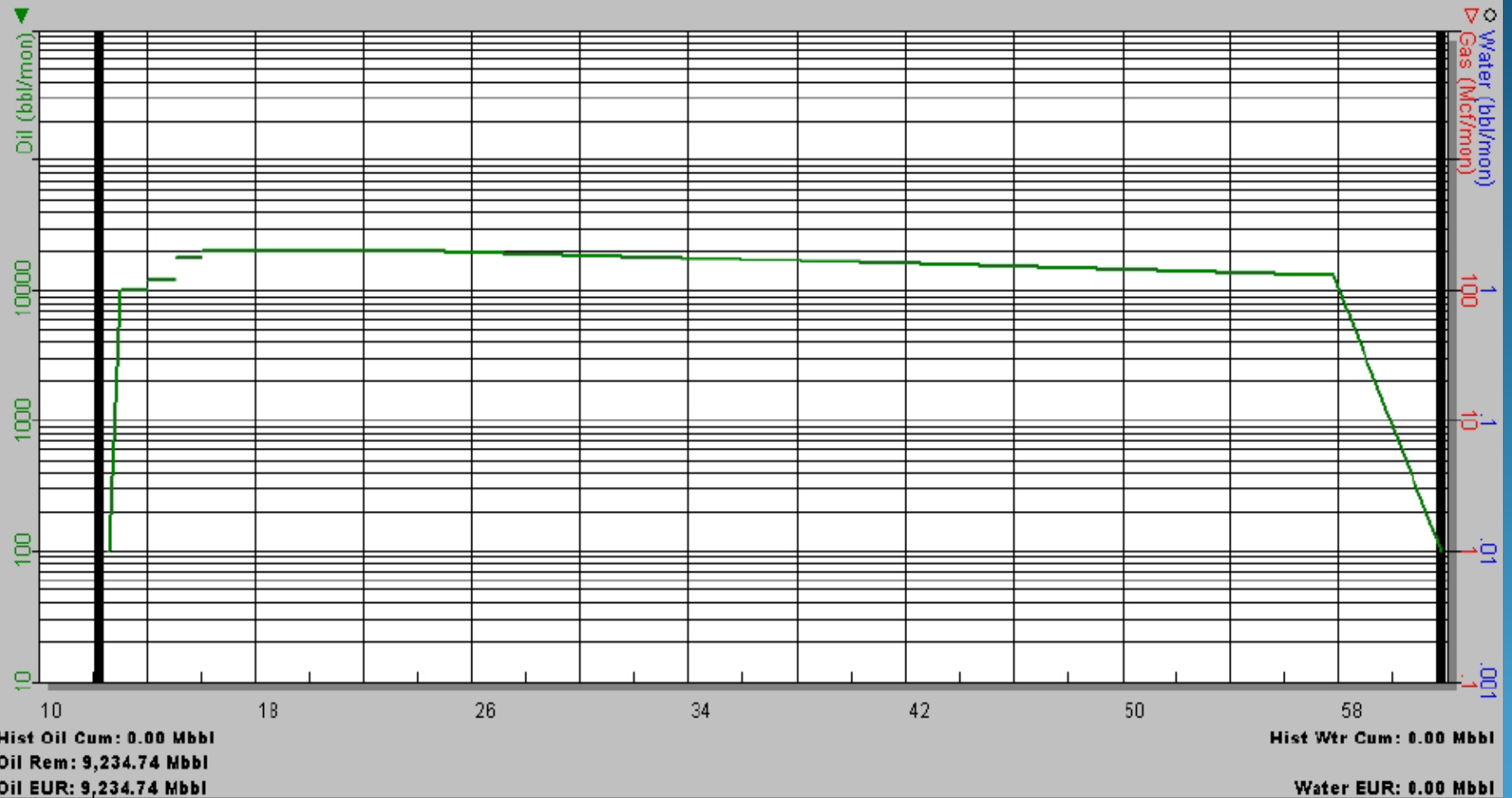
Proj Oil Cum: 1,391.32 Mbbl
Oil Rem: 1,005.80 Mbbl
Oil EUR: 2,397.12 Mbbl

Proj Gas Cum: 0.00 MMcf
Gas Rem: 0.00 MMcf
Gas EUR: 0.00 MMcf

PLACERITA – TOTAL PROJECT PROJECTION Ryder Scott Report

Case Name: RYDER SCOTT rep Updated CYCLE

County, State: Los Angeles, CA



BERRY PETROLEUM – OFFSET PRODUCTION ANALOG (KRAFT LEASE & GPM LEASE)

Thermal Recovery History and Figures–

- The production data presented on the following slide is only post 1977 and does not reflect the complete historical recoveries from the leases.
- Production was severely curtailed during the 80's and 90's because of low oil price.
- Leases were produced on primary recovery through 1991.
- Field wide thermal recovery operations started in 1991.

BERRY PETROLEUM – OFFSET PRODUCTION (KRAFT LEASE & GPM LEASE)

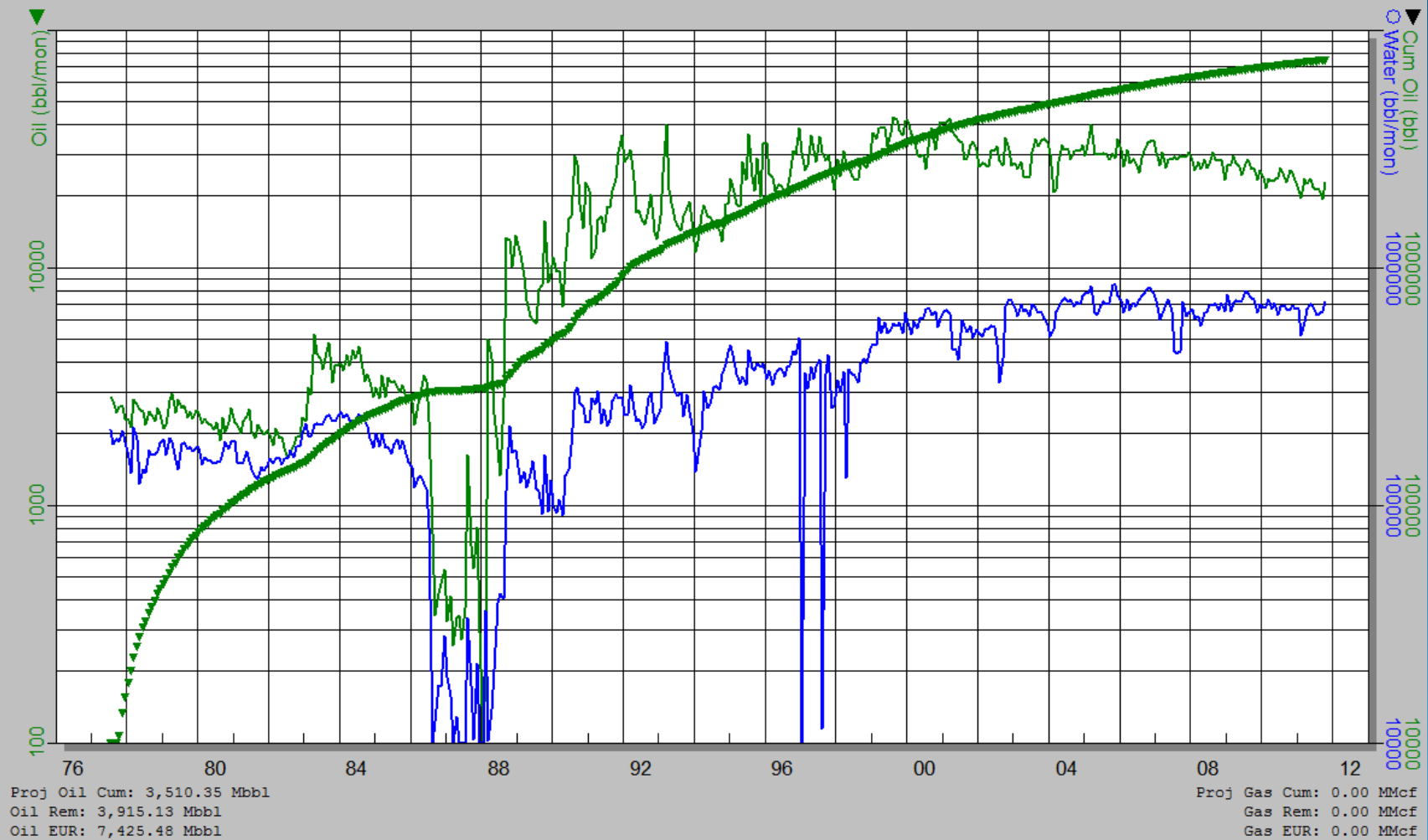
Thermal Recovery History and Figures (continued)–

- Pre Thermal Recovery Operations.
 - Kraft Lease - Recovery estimate ~ 3.8 MBO.
 - GPM Lease - Recovery estimate ~ 2.2 MBO.
- Post Thermal Recovery Operations.
 - Kraft Lease - Recovery estimate ~ 19.8 MBO.
 - GPM Lease - Recovery estimate ~ 15.9 MBO.
- Estimated Incremental Recovery.
 - Kraft Lease ~ 16.0 MBO.
 - GPM Lease ~ 13.7 MBO.

BERRY PETROLEUM - OFFSET PRODUCTION (KRAFT LEASE)

Berry Petroleum - Kraft Lease
Oper: Berry Petro
Major Phase: Oil

Field: Plac
LA, CA
114,951.00 M\$



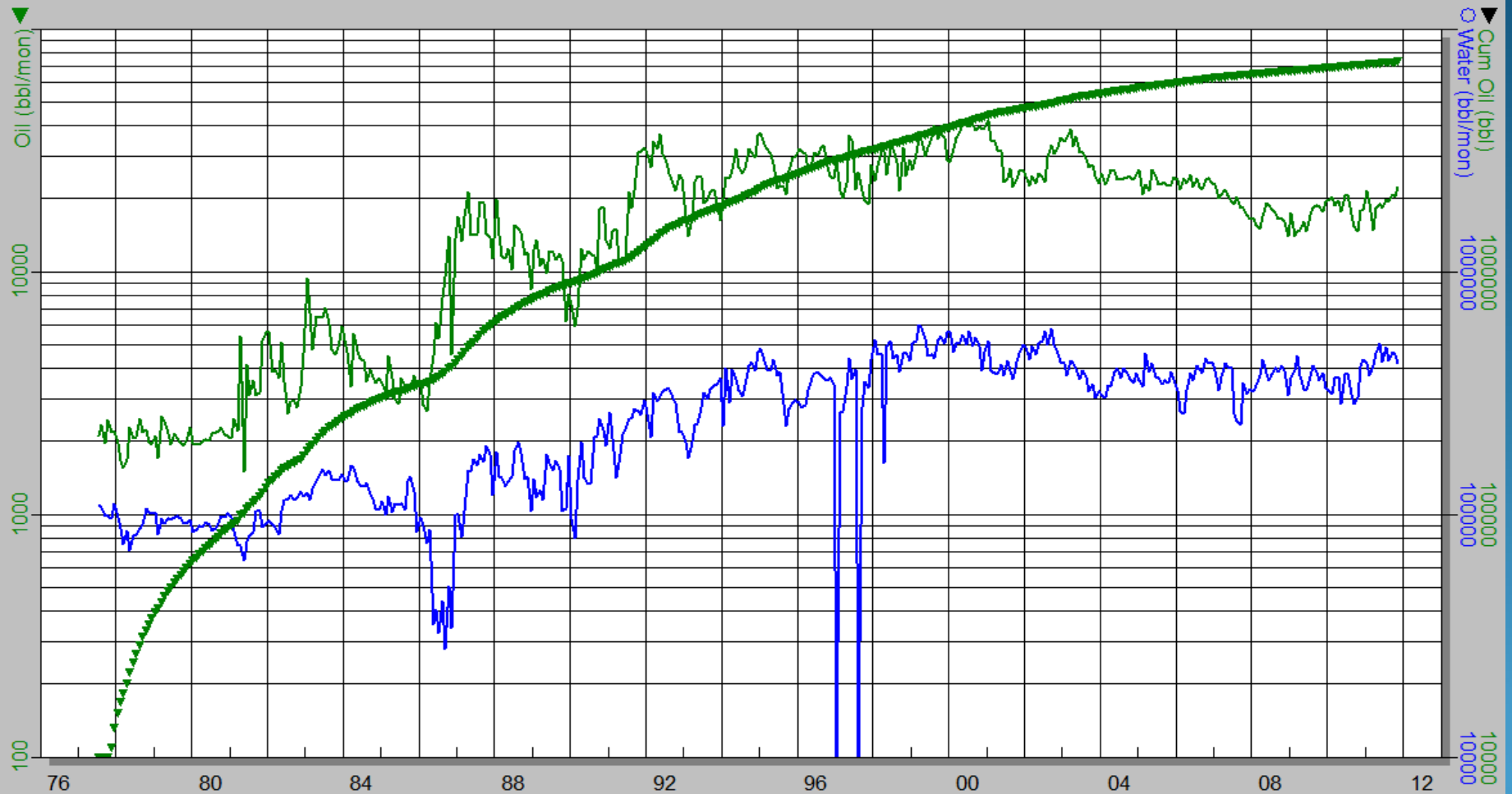
12/01/2011

21

BERRY PETROLEUM – OFFSET PRODUCTION (GPM LEASE)

Berry Petroleum - GPM Lease
Oper: Berry Petro
Major Phase: Oil

Field: Plac
LA,
92,565.48 MS



Proj Oil Cum: 4,109.49 Mbb1
Oil Rem: 3,203.72 Mbb1
Oil EUR: 7,313.21 Mbb1

Proj Gas Cum: 0.00 MMcf
Gas Rem: 0.00 MMcf
Gas EUR: 0.00 MMcf

PROPOSED DEAL TERMS

OPTION #1

AmRich Carried thru Phase I

- Buyer Pays AmRich \$5,000,000 for project;
- AmRich Delivers +114 acres of Leasehold;
- 80% NRI;
- AmRich Operates;
- ~\$6 MM is Committed by Investor for “Phase I” – which is defined as the “re-building facilities & well reactivation” Phase;
- Investor Pays 100% Cost of Phase I - Receives 75% Working Interest (Amrich is carried thru Phase I for ~\$1.5MM);
- Remaining Drilling Program - “Heads Up” Basis.

PROPOSED DEAL TERMS

OPTION #2

AmRich & Partner Develop “Heads Up”

- Buyer pays AmRich \$6,500,000 for Project;
- AmRich Delivers +114 acres of Leasehold;
- 80% NRI;
- AmRich Operates;
- Ownership is AmRich 25% WI, Buyer 75.0% WI;
- All Project costs - “Heads Up” Basis - (each pays own share).

AMRICH EXECUTIVE MANAGEMENT

Dr. Amiel David - President

- Dr. David has been in Upstream Oil & Gas with extensive experience ranging from research and development through implementation of heavy oil recovery to engineering and executive positions in energy banking and E&P company management.
- Previous positions held by Dr. David were:
 - President of Dune Energy, a publically traded company
 - Managing Director, Senior Vice President and Chief Engineer of Duke Capital Partners – Providing mezzanine credit and equity on behalf of Duke Energy
 - Senior VP, Chief Engineer and Director for First Union Bank (now Wells Fargo)International and domestic experience includes working for:
 - Gulf Oil Company and The Superior Oil Company

Dr. David holds a PhD in Petroleum Engineering from Stanford University, an MBA from The University of Pittsburgh, an MSE in Chemical Engineering from the University of Pennsylvania, BS in Petroleum Engineering from the University of Tulsa

AMRICH EXECUTIVE MANAGEMENT

Richard Lee – Vice President

- Over 24 years experience in oil and gas production and operations along with extensive experience in acquisitions and divestment.
- Successful track record of acquisition and redevelopment of mature and underdeveloped fields.
- Mr. Lee founded and led Masters Resources where he developed and produced oil and gas in the offshore Gulf Coast Texas area.
- Mr. Lee was instrumental in the development of the Lyons Field in South Texas; raising production from less than 1 MMCFPD to over 75 MMCFPD.
- From 2001 to 2006, Mr. Lee acquired and redeveloped several oil and gas fields and monetized them for significant profit turnover.
- Mr. Lee holds a bachelors degree in Business Management from the University of Texas.

Call to Discuss Terms:

American Energy Advisors, Inc.
15635 Alton Pkwy, Ste 295
Irvine, CA 92618

Steve Lieberman
949-242-3636

(Virtual Data Room and Reserve Report Available)

