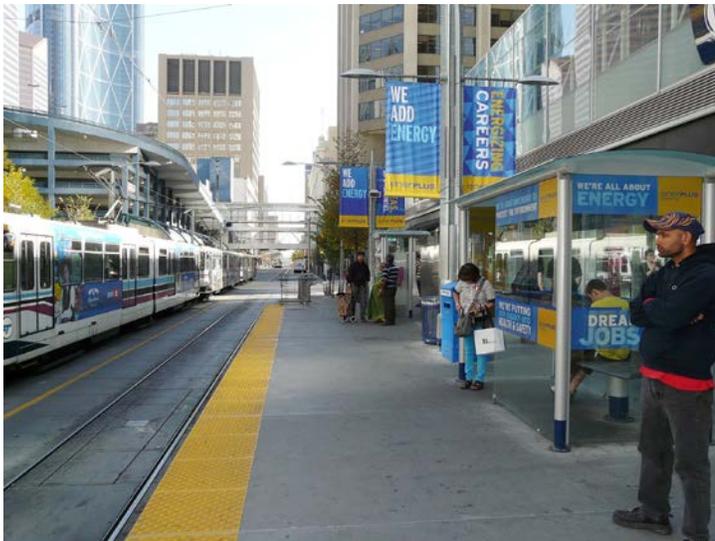




FOR IMMEDIATE RELEASE

October 1, 2012

Enerplus Energizes Downtown Calgary with LRT Station Domination



Calgary, ALBERTA – Enerplus launches a year-long LRT Station Domination with PATTISON Outdoor. Displaying creative on Station Posters, Ticket Stations, and Flag Banners throughout 3rd Street Station, the platform has transformed and passersby are taking notice.

A Transit Station Domination was a great fit for Enerplus, as the station is at the foot of Enerplus' head office (The Dome Tower), and will be seen by commuters as they enter and exit the station. However, the strong visibility of 3rd Street Station is key, as this campaign will be viewed by LRT users, commuters and pedestrians in the downtown core. Located in the "free LRT zone", this station sees over 20,000 users daily.

"We're very pleased with our branding of the Third Street LRT platform," said Jo-Anne Caza, Vice-President, Corporate & Investor Relations at Enerplus. "This is an innovative approach to building our brand awareness in the downtown core and provides us with multiple ways to tell Calgarians about the energy at Enerplus. Supporting our public transit system through this medium also resonated with our corporate philosophy of the responsible development of our energy resources."

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About Enerplus

Enerplus is a North American energy producer with a diversified asset base of high-quality, low-decline oil and gas assets complemented by growth assets in resource plays with superior economics. It is focused on creating value for its investors through the successful development of its properties and the disciplined management of its balance sheet. Through its activities, Enerplus strives to provide investors with a competitive return comprised of both growth and income. Enerplus trades on both the Toronto Stock Exchange and the New York Stock Exchange, and has an enterprise value exceeding four billion dollars.

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About PATTISON Outdoor Advertising

PATTISON Outdoor Advertising is Canada's largest Out-of-Home, Transit and Digital Advertising Company with 25 sales offices coast to coast. PATTISON Outdoor Advertising is headquartered in Mississauga, Ontario and is a division of The Jim Pattison Group.

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