

FOR IMMEDIATE RELEASE
June 1, 2010 (10:00 a.m. MST)

AOSC strengthens stakeholder relationships with appointment of Heather Douglas as vice president

CALGARY, AB – Athabasca Oil Sands Corp. (TSX:ATH) (AOSC) is pleased to announce the appointment of Heather Douglas to its newly created position of vice president, communications and external affairs, effective July 1, 2010.

According to Sveinung Svarte, AOSC’s president and CEO, the company continues to attract top talent to its management team. “We are committed to hiring the best and brightest executives who display exceptional leadership qualities and are respected industry leaders. Ms. Douglas has more than 20 years experience in national and international communications, public and government affairs, as well as stakeholder and media relations. We are pleased to welcome her aboard.”

AOSC is a dynamic, young company formed to develop and produce bitumen in the Athabasca region of northeastern Alberta. The company is proud to be one of the largest leaseholders in the area with contingent bitumen resources estimated at 7.3 billion barrels (best estimate). Management plans to horizontally drill into the targeted reservoirs, then inject steam to heat the oil and conventionally pump it to surface.

Management estimates the net peak production rates from its properties at more than 500,000 barrels per day. “The challenge of any large-scale resource development is to bring sensitivity and understanding to the issues of First Nations, the surrounding communities, all levels of government and NGOs,” Svarte says. “Ms. Douglas has a demonstrated track record of building relationships and designing and implementing programs that significantly change the perceptions and opinions of key stakeholders – employees, investors, Aboriginals, politicians, regulators, special interest groups and the public.”

Ms. Douglas was president and CEO of the Calgary Chamber of Commerce (2005-2010), the first executive director of the Small Explorers and Producers Association of Canada (SEPAC) and spent almost a decade with Mobil Oil Canada. She also served as vice president, public affairs and government relations with Atomic Energy of Canada (AECL).

“The demand for energy will continue to dominate the national and international agenda,” Svarte says. “AOSC plans to be at the forefront of bitumen development.”

AOSC was incorporated in 2006 with a goal to use the latest technology to produce bitumen in an environmentally sound, progressive and safe manner. The company was listed on the Toronto Stock Exchange in April, 2010 with the trading symbol ATH.

For more information, please contact:

Mandy Dinning
Hill & Knowlton
(403) 831-3542
Mandy.Dinning@hillandknowlton.ca

www.aosc.com

Reader Advisory

Certain information in this press release contains forward-looking statements containing information that involves substantial known and unknown risks and uncertainties, including information with respect to resources, production estimates and exploration and development activities. These forward-looking statements are subject to numerous risks and uncertainties, most of which are beyond the control of Athabasca Oil Sands Corp., including but not limited to, the impact of general economic conditions, industry conditions, fluctuation of commodity prices, fluctuation of exchange rates, environmental risks, industry competition, availability of qualified personnel and management, timely and cost effective access to sufficient capital from internal and external sources, regulatory changes, estimates of resources and other factors. These factors are described in AOSC's prospectus dated March 30, 2010 and its statement of oil and gas reserves data and other oil and gas information for the year ended December 31, 2009, each of which are available at www.sedar.com and www.aosc.com. These filings also contain comprehensive descriptions and definitions of Athabasca Oil Sands Corp.'s bitumen resources and summaries of the independent evaluations of those resources prepared by GLJ Petroleum Consultants Ltd. and DeGolyer and MacNaughton Canada Limited. No assurance can be given that these expectations will prove to be correct and such forward-looking statements included in this release should not be unduly relied upon. Actual results, performance or achievement could differ materially from those expressed in or implied by these forward-looking statements. These statements speak only as of the date of this release or as of the date specified in the documents referenced in this Reader Advisory as the case may be. Athabasca Oil Sands Corp. undertakes no obligation to publicly update or revise any forward-looking statements except as expressly required by applicable securities law.