



NEWS RELEASE

TSX.V: IES

INTERCEPT ENERGY SERVICES Hires Public Relations Firm

Edmonton, Canada – January 28- 2015 - Intercept Energy Services Inc. ("IES" or the "Corporation") (TSX-V: IES / OTCQB: IESCF), a leading Oilfield Services Firm ("OFS") is pleased to announce it has completed the first steps of its new business strategy as developed by Mr. Keith Morlock, President and Chief Operating Officer of IES.

"As part of our growth and profitability strategy, we are committed to increasing awareness and visibility of IES within the oilfield services industry," noted Keith Morlock, President and COO of IES. "With our new plan in place, we believe it is time to increase our communication efforts and share news of our accomplishments and new business developments as they happen.

Accentuate PR ("Accentuate") is an integrated marketing and public relations agency, specializing in working with emerging companies to create the awareness and recognition they deserve among their multiple target audiences. Accentuate will assist IES in differentiating its services from competitors and in disseminating its unique business story and achievements to a broader audience. Accentuate has a proven track record for raising the visibility of small cap companies to help them reach their goals. We're excited to have Accentuate on board and look forward to working with them to "spread the news" of our anticipated business developments as they unfold."

The Company also announces that it has released Quality Stocks IR as its investor relations counsel. Mr. Swapan Kakamanu, CFO of IES, will handle investor relations for the foreseeable future. Randy Hayward CEO states, "Swapan is extremely knowledgeable in all aspects of our business and has many years of experience in the public markets. We have every confidence that he will do an excellent job of communicating with our investors and shareholders. Working closely with Accentuate PR, he will ensure that our financial story and business developments are disseminated to the broader investment community."

About Accentuate PR

Accentuate PR is an integrated marketing and PR agency embracing every aspect of marketing, public relations, social media, advertising, website development and video to drive awareness and customer activity. Accentuate's experienced professionals think outside the box to generate the credibility and awareness helping their clients accomplish their communication goals while establishing relationships needed to drive customer activity. For more information visit www.AccentuatePR.com

About Intercept Energy Services Inc. ("IES")

Intercept Energy Services Inc. (“IES”) (**TSX Venture: IES, OTCBB: IESCF**) is a North American Oil Field Service Firm (“OFS”) that specializes in employing, developing and marketing efficient, innovative and proprietary technologies. Technologies such as its HE Heat™, provide the highest efficiency frac water heating services; that are used in oil and gas exploration and by production companies for the fracturing process throughout North America. HE Heat™ reduces fuel consumption and emissions, enhances safety and productivity, enables extreme cold weather operations; and results in significantly lower costs resulting in both a cost savings and competitive advantage for its customers. For more information, visit <http://InterceptES.com>

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Forward-looking statements

Certain information regarding IES in this news release, including management's assessment of its future development plans and access to various external sources of capital, may constitute forward looking statements under applicable securities laws and necessarily involve risks including, without limitation, risks associated with heating technology and oilfield services operations, general risks associated with oil and gas exploration, development, production, marketing and disposal of waste, loss of markets, environmental risks, competition from other service providers, delays resulting from inability to access sufficient capital from internal and external sources. As a consequence, actual results may differ materially from those anticipated in the forward-looking statements. Readers are cautioned that the foregoing list of factors is not exhaustive. Additional information on these and other factors that could affect IES's operations and financial results are included in reports on file with Canadian securities regulatory authorities and may be accessed through the SEDAR website (www.sedar.com). The forward-looking statements or information contained in this news release are made as of the date hereof and IES does not undertake any obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws.