



- NEWS RELEASE -

November 6, 2007

DIVERSIFIED / CFR CHEMICALS REVENUES CONTINUE TO CLIMB

Diversified Industries Ltd. (“Diversified”) (DVS/TSX-V) is pleased to announce that CFR Chemicals Inc. (“CFR”) has met its financial projections for September and October 2007. CFR’s gross sales and gross profit for both these months are up by more than 40% over the same period last year, with combined revenue totaling \$2.7 million for September and October 2007.

Diversified President / CEO Darren Lamothe commented: “These are exciting times for both Diversified and CFR as we merge the two companies together. Diversified is moving its head office to Red Deer, Alberta, thereby consolidating administrative operations within both companies. **We are currently pursuing a number of unique opportunities which will significantly change the look and future of our business,** in addition to growing our revenues through increased market share and new product introduction.”

CFR is a supplier of both commodity and specialty chemical products primarily to the oil and gas industry. In addition, CFR’s services include custom blending of various chemicals, storage of chemical products in its 35,000 bbls tank storage facilities, and rail transloading (which involves moving chemicals from rail to truck or from rail into CFR’s bulk tank storage facilities). As part of CFR’s growth strategy, management searches for and capitalizes on opportunities in the chemicals market that provide competitive advantages. An integral and necessary part of this strategy is an ongoing program in research and development of new and unique chemical products.

www.dvsind.com

www.cfrchemicals.com

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