



TSX-V Trading Symbol: DVS

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## PRESS RELEASE

### **DIVERSIFIED RESTRUCTURES BOARD OF DIRECTORS AND CONTINUES TO BUILD ADVISORY BOARD**

Diversified Industries Ltd. ("Diversified" or the "Company") is pleased to report that Mr. Peter Matthews has taken a more active role with the Company as a member of Diversified's recently established Advisory Board and has stepped down from its Board of Directors. Mr. Matthews joins Mr. Stephen Davis, Dr. Norman Arrison and Mr. Patrick Carson, in forming Diversified's Advisory Board.

Diversified has established this Advisory Board to provide the Company with strategic direction and to open avenues for the Company to explore new opportunities with existing technologies. It is expected that this committee will build ties with key strategic partners and create profitable business relationships in non-competing and diverse industries.

The existing members of this committee are international in stature, hold strong relationships in the global community, and have a vast network of industry contacts relating to Diversified's product base. The committee members will supply Diversified with experience related to environmental and industrial technologies, as well as commercialization. The doors these individuals will open for the Company within the varying industries, in addition to their market knowledge, will be very beneficial to the Company.

The following is a list of the committee members and a brief description of their backgrounds and areas of expertise:

**T. Peter Matthews** – Mr. Matthews has over 30 years of progressive management experience in the oil and gas and mining industries. He has a successful record of accomplishment in technical operations, new technology implementation, project management, acquisitions, and business development. Mr. Matthews' primary business has been in the areas of fluid and waste management operations for both offshore and onshore drilling companies. Mr. Matthews currently heads up a company that provides integrated consulting services to international companies in the exploration and production sector of the Oil and Gas Industry.

**Dr. Norman L. Arrison** – Over the past 30 years, Dr. Arrison has written a number of papers, been accredited with several patents and has developed his own small refineries, which are now operating in several countries. Dr. Arrison has earned Bachelors, Masters and Doctorate Degrees in Engineering. As well, Dr. Arrison has affiliations with The Association of Professional Engineers of the Province of Ontario and The Association of Professional Engineers, Geologists and Geophysicists of Alberta. Dr. Arrison was twice appointed by the Canadian Federal Government to serve on the Science Council of Canada, and in 2003 was nominated by the United Nations International Director of Operations for a Tech Museum Award (<http://techawards.thetech.org>) based on his latest invention, a device that makes water out of the air. Dr. Arrison has worked with companies such as Atomic Energy of Canada, Global Thermoelectric Power Systems Ltd., and the Alberta Laser Institute. Dr. Arrison will now be working with Diversified on the achievement of the Company's strategic goal of diversifying its intellectual property portfolio and the further development of the Therma-light Reflective Technology.

**Patrick A. Carson** – Mr. Carson has over 30 years experience in senior executive positions in the areas of corporate development, strategic planning, and environmental affairs. He was instrumental in launching the first commercially available consumer line of environmental products into North America. Mr. Carson represented Canadian business at the 1992 Rio Earth Summit. As well, Mr. Carson has co-authored the book “Green is Gold – Business and Environment”. In 1993, Mr. Carson was appointed by the Prime Minister of Canada to the National Round Table on the Environment and the Economy – a think tank that advises the government on sustainable development strategies. Mr. Carson is regarded as a world expert on sustainable economic principles, and has acted as advisor to several international federal governments on matters of sustainable economic and environmental practices. Currently, Mr. Carson is the president of a strategic planning and corporate development company.

These individuals will be responsible for identifying opportunities for Diversified, and subsequently introducing the Company to the right industry partners. The primary focus of each of the committee members will be geared towards the development of sales of all technologies on an international basis.

The Board of Directors and management would like to welcome Mr. Matthews to our Advisory Board and would like to thank him for the contributions he made to the Company while serving as a Director and we look forward to his more active role with the Company in the future.

The Company is also pleased to announce the granting of 50,000 stock options to Mr. Todd McMurray, a new Board of Directors Member. The Options will be priced at \$0.56 per share purchase option, will be exercisable for a period of five years, and will vest over an 18 month period in accordance with the provisions of the Company's Stock Option Plan.

Diversified is a product development and marketing company specializing in unique technologies and solutions that target a cross-section of industries. Our corporate strategy is to acquire, fund and aid in the commercialization of these unique technologies and products to provide long-term share appreciation.

For further information, please visit the Company's new website at [www.dvsind.com](http://www.dvsind.com), or contact the Company and its investor relations firms as indicated below.

## **ON BEHALF OF THE BOARD OF DIRECTORS OF DIVERSIFIED INDUSTRIES LTD.**

*“Stephen L. Davis”*

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Stephen L. Davis  
President / CEO

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the foregoing.

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