

NEWS RELEASE

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FOR IMMEDIATE RELEASE:

Diversified Industries appoints H₂S scavenger product specialist

Sidney, British Columbia -- Stephen Davis, President & Chief Executive Officer of Diversified Industries Ltd. (TSX Venture: DVS), is pleased to announce the appointment of Susan Schieman as H₂S Scavenger Product Specialist effective immediately. Ms. Schieman, who has 10 years of experience in the oil and gas industry focusing specifically on the development, application and marketing of hydrogen sulphide (H₂S) scavengers, will be based at the Company's new product development facility in Edmonton, Alberta.

Ms. Schieman will be instrumental in the further development and commercialization of DVS 6000, Diversified's innovative H₂S scavenger, and has significant parallel experience to support her role at Diversified. Her lab experience includes the development of new H₂S scavenger formulations and the design of experiments to test these formulations; she also has extensive hands-on field experience in implementing and optimizing chemical programs. Ms. Schieman has written and presented numerous papers on the subject of H₂S scavenging at Canadian and international industry forums. In addition to the benefits of her technical expertise and product, market and industry knowledge, Diversified will benefit greatly from Ms. Schieman's extensive network of contacts developed during her 10 years in the chemical applications side of the oil and gas industry.

A proprietary product developed by Diversified Industries, DVS 6000 is a proven H₂S scavenger that has a variety of applications for the oil and gas industry. Non-flammable and non-corrosive, DVS 6000 is being marketed by Diversified as the safest and easiest-to-use H₂S scavenger on the market. At present, the product is being used in Western Canada by trucking firms and oilfield service companies; it is also being used in the Middle East by Halliburton. Continuing lab tests are being conducted in Alberta to determine product efficacy in a variety of applications. DVS 6000 is distributed in Canada by Univar, a leading chemical distributor, along with Strike Oilfield Services in Alberta and Acutec Systems in Saskatchewan. High Arctic Well Control distributes the product in the Middle East.

DVS 6000 is one of several proprietary technologies being developed and/or commercialized by Diversified, which is focusing on product applications for the oil and gas industry. Diversified's lightweight proppant, which will be used during well completion operations to enhance production, is undergoing further research and development. The third product the Company has in development at the present time, Therma-light Reflective Technology, is now in second-generation development. The Company is headquartered in Sidney, British Columbia and is establishing a product development and marketing facility in Edmonton, Alberta.

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The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

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