



## NEWS RELEASE

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*FOR IMMEDIATE RELEASE:*

### **Diversified Industries appoints Vice President of Sales & Marketing**

Sidney, British Columbia -- Stephen Davis, President & Chief Executive Officer of Diversified Industries Ltd. (TSX Venture: DVS), is pleased to announce the appointment of Pamela G. Maze as Vice President of Sales & Marketing for the Company, effective immediately. Ms. Maze will be responsible for sales, marketing, quality assurance and various aspects of product development and strategic planning for Diversified's products. She will be based at the Company's new facility in Edmonton, Alberta.

Ms. Maze has significant major project management and business management experience. Through lead sales and marketing positions in oil and gas, environmental and other industries, Ms. Maze has proven her ability to design and implement marketing strategies and programs, achieving rapid sales growth of a variety of products and services. Ms. Maze also has extensive technical experience in the chemical, environmental and quality assurance fields, gained through her involvement in chemical and environmental analysis for the oilfield industry and in quality control and research of oilfield chemical products. Ms. Maze was one of the first to design an environmental management plan for a municipality in Alberta. She has also developed environmental policies, procedures and audits, and provided liaison concerning environmental issues between provincial and municipal governments. Ms. Maze has a B.Sc. in Chemistry and a diploma in Chemical Technology and has also completed extensive continuing education in the Environmental Management and Quality Assurance fields.

At the present time, Diversified has three key technologies in various stages of product development and commercialization. DVS 6000 is a proven, non-toxic hydrogen sulphide scavenger with a variety of applications for the oil and gas industry. The first commercial order for the product from the United States was recently shipped to Dorf Ketal Chemicals, a major distributor of chemicals for the refinery, petrochemical and lubricant industries based in Houston.

Diversified's lightweight proppant is another technology being developed for use in the oil and gas industry. This material, which is used during well completion operations to enhance production, is undergoing further research and development on behalf of Diversified by a group in the United States. The third product the Company has in development at the present time, Therma-light Reflective Technology, is now in second-generation development.

Headquartered in Sidney, B.C., Diversified Industries specializes in the development and commercialization of innovative products and solutions that target a cross-section of industries. The Company's business development strategy is based on acquiring, funding and aiding in the commercialization of proprietary technologies and products in order to build long-term value for its shareholders.

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

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