



News Release

APRIL 20, 2009

CFR Chemicals – New Sales Activity

Diversified Industries Ltd. (DVS) is pleased to announce that CFR Chemicals Inc. (CFR) has been chosen to supply various commodity chemicals to a mid-sized natural gas producer in west central Alberta. The Company anticipates this new account will represent an increase in annual revenue of between \$2.75 and \$3.5 million, more than 10% of the current annual revenue. CFR's recent sales expansion and new initiatives are to be credited for this success.

Hydrogen Sulphide scavenger success

Two large Alberta based oil and gas producers have recently begun purchasing Diversified's hydrogen sulphide scavenger StaSweet 6000. This is indicative of the steady increase in the acceptance of this patented product as its benefits become more apparent. The driving force behind the acceptance and resulting increase in sales activity of StaSweet 6000 is its performance and environmental and health benefits. This together with the ability for most users to switch from their current products with little or no change to their operations allows an easy introduction for new customers to this relatively new product.

The Company is in the final stages of preparing the first shipment of this scavenger product to the Middle East to fill the requirements of the contract announced on Feb 19th 2009. While the initial contract represents approximately \$600,000 in chemical sales, it is anticipated that the long term requirements for this customer will be in excess of \$2.5 million annually. The system and application of the chemicals is expected to be in service by the middle of August, 2009.

Sales and Marketing Expansion

CFR is pleased to announce the hiring of two new sales people to expand sales in the oil and gas and industrial markets throughout western Canada. Both individuals come with in excess of 20 years of relevant chemical sales experience to the oil and gas industry and together have generated in excess of \$25 million in annual sales in recent years.

Further expansion initiatives include the creation of a Vice President of Corporate Sales and a Vice President – Well Stimulation Division. Both positions have been filled by new hires whose focus will be to strengthen the Companies' profile and introduce CFR's

specialty and commodity chemicals to a larger number of oil and gas producers mainly in the Calgary area. CFR believes there are tremendous opportunities at the moment and the company will be in a very strong position as each of these individuals begin to lend their individual strengths and expertise to the companies' business development efforts.

For more information visit www.dvsind.com or www.cfrchemicals.com

On behalf of the Board of Directors:

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