



FOR IMMEDIATE RELEASE **RED DEER, ALBERTA APRIL 27, 2009**

CFR Chemicals – Creates a New Chemical Sales Division

Diversified Industries Ltd. (DVS) is pleased to announce that CFR Chemicals Inc. (CFR) has established a new Sales Division focused on well stimulation, production optimization and enhanced oil recovery chemistries. This new division will be managed by a new Vice President, Randy Clark (see separate announcement).

With commodity prices falling dramatically over the past 12 months the Company sees this as a significant opportunity to assist CFR's customers in achieving maximum production from their existing oil and gas fields.

This new division's key products are designed to handle the following challenges:

- Removal of aqueous phase blocking
- Removal of Iron sulphide deposits
- Removal of barium sulphate scale
- Sludge control products associated with acid stimulation
- Removal of paraffin deposits on a batch and continuous basis
- Removal of asphaltenes deposits on a batch and continuous basis
- Custom formulations to tackle virtually any down-hole problems that are resulting in a decrease in oil and gas production.

Diversified President / CEO, Darren Lamothe, commented:

"Many producers have drastically cut their drilling programs in the past 12 months and are looking instead to enhance the production from their existing assets. These products are proven to be cost effective and can provide a very quick payback. We see this new division as another positive step forward in reaching our goal of winning strong partnerships with our customers and enhancing our position in the Western Canadian oil and gas industry".

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

On behalf of the Board of Directors:

"Darren J. Lamothe"

Darren J. Lamothe, President/CEO

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