



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Diversified Industries appoints Chief Operating Officer

Sidney, British Columbia -- Stephen Davis, President and Chief Executive Officer of Diversified Industries Ltd. (TSX Venture: DVS), is pleased to announce the appointment of Jim Greenough as Chief Operating Officer, effective immediately. Mr. Greenough, who has diverse experience in both public and private corporate settings, will be head of operations at the company's product development and marketing facility in Edmonton, Alberta.

"We are delighted that Jim will be heading up our operations in Edmonton," said Mr. Davis. "He has significant experience in mergers, acquisitions and divestitures, corporate finance and venture capital, as well as strong leadership and project management skills. Jim will be an important resource for Diversified as we enter the next stage of corporate development. The company is growing quickly and Jim's proven ability to lead and manage is a perfect fit."

In his 25-year business career, Mr. Greenough held a variety of senior positions with Alberta-based companies, including Telus Corporation, where he was involved primarily with the Corporate Strategy and Business Development Group, leading and implementing acquisitions and divestitures. He has also worked with companies in the technology, energy and resource industries, including various international projects. Immediately prior to joining Diversified, Mr. Greenough consulted to private companies as well as the Alberta Provincial Government. He has a Bachelor of Commerce degree from the University of Alberta.

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.

At present, Diversified has three technologies in various stages of research, development and commercialization. All three technologies have applications in the oil and gas industry; two also have applications in a broad range of industries. The company's lead product is DVS 6000, an innovative hydrogen sulphide scavenger, which has sales in western Canada, the U.S. and international markets.

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Statements made in this news release that relate to future plans, expectations, events or performances are forward-looking statements. Such statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.

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

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