



**FOR IMMEDIATE RELEASE      RED DEER, ALBERTA FEBRUARY 4, 2010**

**Diversified Industries Announces New Appointment to the Board of Directors**

Diversified Industries Ltd. (DVS) is pleased to confirm the appointment of Dennis Feuchuk to the Board of Directors at the Company's Annual General Meeting on February 1<sup>st</sup>.

Mr. Feuchuk brings with him a wealth of experience and expertise in the Energy sector having served in various capacities as Chief Financial Officer, Vice President of Finance, President and Chief Executive Officer of several prominent oil and gas companies in Calgary over the past 30 years.

Mr. Feuchuk received his designation as a Certified Management Accountant in 1979 and has intimate experience in significant private and public equity and debt financing initiatives. Mr. Feuchuk has a proven record of accomplishment assisting boards in developing and implementing organization initiatives with a proactive management style of leadership.

The management of the Company is very excited to have Mr. Feuchuk on our board and we feel that he will bring significant value to the Company going forward.

For more information visit [www.dvsind.com](http://www.dvsind.com) or [www.cfrchemicals.com](http://www.cfrchemicals.com)

**On behalf of the Board of Directors:**

*"Darren J. Lamothe"*

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Darren J. Lamothe, President/CEO

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