



Diversified  
Industries Ltd.

www.dvsind.com

## NEWS RELEASE

**DATE: July 29, 2004**

*FOR IMMEDIATE RELEASE:*

### **DIVERSIFIED APPOINTS INVESTOR RELATIONS CONSULTANT**

Sidney, British Columbia -- Diversified Industries Ltd. (TSX Venture: DVS) announces the appointment of Hedlin Lauder Associates Inc. as a consultant to provide investor relations services to the Company, subject to acceptance by the TSX Venture Exchange. Hedlin Lauder is a Calgary-based investor relations and corporate communications firm established in 1994.

The services to be provided by the consultant include communication with shareholders, investors, fund managers and other members of the investment community for the purpose of introducing them to Diversified Industries and keeping them informed of Diversified's ongoing business activities. Hedlin Lauder will also assist Diversified in raising new capital to fund its activities.

The initial term of Hedlin Lauder's appointment will be for six months commencing August 1, 2004, renewable for one-year terms, with a minimum 30-day notice of termination or renewal. Diversified Industries will pay Hedlin Lauder \$5,000 per month commencing August 1, 2004. Subject to regulatory acceptance, Diversified Industries will grant Hedlin Lauder 100,000 options to purchase Diversified's common shares at \$0.56 per share in six equal tranches on a quarterly basis over an 18-month period with the first tranche vesting November 1, 2004.

Another company in the Hedlin Lauder group, Hedlin Lauder Communications Ltd., has also been retained by Diversified to provide corporate communications services that will include preparation of printed and electronic materials used for investor communication, such as the Company's quarterly reports, corporate profiles, news releases and web site. The objective is to produce materials that present a strong, coordinated image for Diversified while communicating effectively and efficiently about the Company and its products.

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Diversified Industries is a technology development and marketing company specializing in 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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