



## NEWS RELEASE

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*FOR IMMEDIATE RELEASE:*

### **Diversified Industries hires H<sub>2</sub>S scavenger sales specialist as product demand continues to grow**

Edmonton, Alberta -- Diversified Industries Ltd. (TSX Venture: DVS) announces the hiring of Kirby Lucas, as its Director of Technical Sales for DVS 6000, the company's proprietary hydrogen sulphide ("H<sub>2</sub>S") scavenger product.

"I believe that Diversified has come up with a unique, more practical and cost effective approach to handling sour liquids, sour gas and odour control issues at many refining and sour gas processing facilities world wide. I am excited to be able to assist in bringing DVS 6000 to the Oil and Gas Industry and am looking forward to working with new and existing clients", stated Mr. Lucas.

Diversified continues to increase its market penetration as oil companies make ongoing purchases, using DVS 6000 in direct injection down hole at the well head, direct injection into tanker trucks and above ground storage tanks, and for general odour control purposes.

"Having an individual like Kirby on our sales and technical team provides added credibility and experience in the market", commented Stephen Davis, President and CEO of Diversified. "His belief in DVS 6000 coupled with the strong customer relationships he has cultivated over 20 years will open many additional doors to Diversified."

Kirby brings a wealth of experience relating to the sale of oilfield chemicals and scavengers in Alberta. Most recently, as Managing Partner, Kirby has been responsible for sales and marketing of a private fluid filtration company. For thirteen years prior, Kirby was a Technical Sales Representative for Univar Canada, managing a large central Alberta region for natural gas processing chemicals. Throughout Kirby's career at Univar, he grew the region's business to over \$10 million in annual sales while maintaining an impressive gross margin.

Earlier in his career, Kirby was involved in sales and management in several industries; notably the distribution of bulk fuel products and technical support for drilling of deep sour gas wells in the Alberta Foothills.

DVS 6000 is a proprietary chemical blend, proven to be effective in eliminating odour, H<sub>2</sub>S and Mercaptans in a variety of hydrocarbon liquids (crude oil), gas streams and produced water. DVS 6000 is being marketed as the most effective, safest and easiest-to-use H<sub>2</sub>S scavenger on the market with the results to back it up.

DVS 6000 is one of several proprietary technologies being developed and/or commercialized by Diversified Industries, focusing on product applications for the oil and gas industry. The company has offices in both Alberta and BC Canada.

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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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