



**FOR IMMEDIATE RELEASE RED DEER, ALBERTA JANUARY 7, 2010**

**CFR Chemicals ships \$600,000 order to the Middle East**

Diversified Industries Ltd. (DVS) is pleased to announce that CFR Chemicals Inc. (CFR) has shipped its first significant export order. Injection equipment and chemical to fulfill a contract to a national Kuwait company has been shipped this week. This contract previously announced on February 18, 2009, and initially worth \$600,000 in chemical sales, has the potential for long term requirements in excess of \$2.5 million annually.

The initial contract, to remove hydrogen sulphide from the customer's pipeline, includes the supply of a skid mounted tank and pumping system. This will enable Diversified's proprietary chemical "StaSweet" to be injected into the pipeline to effectively treat 55,000 barrels of oil per day over a 3 month test period. Assuming success during this trial the company expects to then enter into a long term supply agreement that will continue for the effective remaining life of the facility which is estimated to be 5 to 7 years.

The contract has been complex and challenging due to differing engineering standards and export financing procedures but its successful conclusion represents a significant opportunity for the company both in Kuwait and throughout the Middle East.

Much of the oil and gas production throughout the Middle East and Eastern Europe has become contaminated with increasing levels of hydrogen sulphide. Most of the infrastructure built throughout the world has been engineered to handle "sweet" oil and gas and is unable to handle corrosive hydrogen sulphide. Diversified's patented chemistry as well as new formulations developed by the research and development department of CFR Chemicals Inc. have been proven to be a safe, cost effective system for the neutralization of hydrogen sulphide.

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"*

---

Darren J. Lamothe, President/CEO

For investor information, please contact;

Darren Lamothe, President/CEO

Tomas Marshall, CFO

Phone: (403) 346-2149  
e-mail: [dlamothe@cfrchemicals.com](mailto:dlamothe@cfrchemicals.com)  
e-mail : [tmarshall@cfrchemicals.com](mailto:tmarshall@cfrchemicals.com)

**Parkland Mall, Suite 915  
4747 – 67<sup>th</sup> Street  
Red Deer, AB T4N 6H3**

*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.*

***Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.***