



**FOR IMMEDIATE RELEASE     RED DEER, ALBERTA     JANUARY 10, 2011**

## DIVERSIFIED CEASE TRADE ORDER

**Diversified Industries Ltd. (“Diversified” or the “Company”)** (DVS/TSX-V) announces that on January 6, 2011 a Cease Trade Order (the “Order”) was issued by the Alberta Securities Commission. The reason for the issuance of the Order was due to the Company failing to file by the due date its Annual Audited Financial Statements and the related Management Discussion & Analysis for the period ending August 31, 2010. As a result of the Order, the Company has also been suspending from trading on the TSX Venture Exchange.

The delay in filing is due, in part, to the recent matters relating to its Proposal to Creditors under the Bankruptcy and Insolvency Act, R.S.C. 1985, as further set out in its news releases of November 24, December 17 and December 28, 2010. The Company is working diligently with its auditors to complete the audit and expects to file the required documentation shortly.

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:**

*"Larry Malazdrewicz"*

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Larry Malazdrewicz, President/CEO (Interim)

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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.*

***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.***