



FOR IMMEDIATE RELEASE RED DEER, ALBERTA JULY 30, 2009

DIVERSIFIED ANNOUNCES Q3 RESULTS

Diversified Industries Ltd. (“Diversified”) (DVS/TSX-V) is reporting consolidated revenue of \$2.973 million for the quarter ending May 31, 2009, a decrease from the previous year when the revenue was \$4.320 million. This has resulted in a consolidated loss of \$348 thousand to May 31, 2009 compared to a profit of \$48 thousand to May 31, 2008. EBITDA for the period was \$18 thousand or \$0.001 per share compared to an EBITDA of \$338 thousand or \$0.011 per share over the same period a year ago.

Diversified and CFR President/CEO Darren Lamothe commented: “The Corporation has continued to experience downward pressure on revenue and profitability, in part due to the slowing of the oil and gas industry in addition to the significant reduction in the selling prices of most of the petrochemical and commodity products that we sell.

We continue to be very optimistic about the upcoming months due to our expanded locations, infrastructure, customer base, product line and sales team and therefore anticipate continued growth in market share. We are now starting to see encouraging signs such as a steady growth in sales volume for a number of our products and an indication of prices beginning to stabilize and in some cases increasing. We have gained several new customers over the past quarter and with the recent expansion of our sales staff and our new initiatives we expect to see significant growth as we go forward.”

Diversified’s Financial Statements and MD&A for the second quarter ending May 31, 2009 can be found at www.Sedar.com.

For more information visit www.dvsind.com or www.cfrchemicals.com

On behalf of the Board of Directors:

"Darren J. Lamothe"

Darren J. Lamothe, President/CEO

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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.

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