



NEWS RELEASE

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Diversified Industries adds product and business development specialist to management team

Sidney, British Columbia -- Diversified Industries Ltd. (TSX Venture: DVS) is advancing its technology development capabilities with the addition of a product development specialist with extensive high-tech experience. Reg Allen, formerly President and Chief Executive Officer of Vortek Industries, will consult to Diversified on a number of areas and focus on further development of applications for plasma arc lamp technology.

"Reg will play an important role in the overall development of the company," said Stephen Davis, President and Chief Executive officer of Diversified Industries. "He has great business experience, great engineering skills and is an expert in plasma arc lamp technology. He will lead the charge to move this exciting technology forward."

With a background in engineering, Mr. Allen has held senior executive positions with a variety of companies involved in high-tech product development and manufacturing. At Vortek Industries, a knowledge-based company originating from the University of British Columbia and specializing in the application of high-energy plasma arcs, he assembled an international team of high-caliber staff and executed a strategic plan to commercialize an enabling technology in advanced semiconductor manufacture. He was at Vortek for 13 years and has recently sold the company to a US based semiconductor equipment company. Prior to that, as president and general manager of a small marine equipment manufacturer, he led the company's progression to a world-class competitor, developing new product opportunities through extensive North American and international marketing.

Diversified is researching and evaluating a variety of applications for its therma-light reflective technology (which employs the use of a plasma arc lamp). Potential applications currently being explored include mining, construction, and the oil and gas industry. Management is considering the set up of a demonstration and research and development lamp at the company's Edmonton operations facility.

The high-tech lamp is one of three core technologies that Diversified has in various stages of development and commercialization. All three technologies have applications in the oil and gas industry; two also have applications in a broad range of industries. Diversified Industries is headquartered in Sidney, British Columbia and has a product development and marketing facility in Edmonton, Alberta.

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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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