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PRESS RELEASE

DIVERSIFIED READIES ITS NEWLY DESIGNED, SECOND GENERATION, THERMA-LIGHT REFLECTIVE TECHNOLOGY FOR MARKET

Diversified Industries Ltd. is pleased to report that management anticipates production of its Therma-light Reflective Technology to commence within the next thirty days. The new patent-pending second generation design will work in multiple environments from clean-room applications like solar simulation to outdoor industrial applications like mining, construction and the oil and gas industry. Diversified's Therma-light Reflective Technology operates between 100 and 500 kilowatts, depending on the application, and generates approximately 12,000 degrees Celsius - making it one of the hottest, brightest and most diverse lights on the planet.

Diversified's Board of Directors has approved in principal a letter of intent to supply the Therma-light Reflective Technology for use in the oil and gas industry. Due to the stage of development of this business opportunity it would be premature to disclose the name of the other party, or to discuss the specific use of the lamp - other than that it will be for oil and gas industry applications. Further information will be disclosed once a formal agreement has been signed.

Diversified is in discussions with several companies for a variety of applications for the sale and use of the Therma-light Reflective Technology. These sales are subject to Diversified building its second generation unit for demonstration and testing purposes. The Company is in the process of raising the required funds to build this second generation unit, and intends to commence construction of its second generation demonstration unit within thirty days of closing the financing. The Company anticipates providing the first units for sale within the next 180 days.

An Edmonton company, formerly headed by Dr. Arrison, recently completed the sale of its first generation unit to a group in Korea. Dr. Arrison will now assemble and lead Diversified's new team in building the second generation unit. The first generation unit sold in Korea was designed specifically for solar simulation and testing purposes and can only operate within a clean-room (relatively dust-free) or lab-type environment – this places severe limitations on the number of industries and applications it can be used for. We have removed these limitations on the new second generation technology which is owned 100 percent by Diversified.

The technology, when used as a solar simulating system, a proven market, is intended to simulate 95 percent natural sunlight indoors. It is designed to meet or exceed the indoor solar test requirements defined in international test standards. Diversified has recently been contacted by a group who have requested the rights to sell the Therma-light Reflective Technology into the automotive industry for testing parts exposed to sunlight. Diversified's second generation unit is perfect for these types of applications as it can be used anywhere outside a clean-room environment making it easier and more cost effective to use. Any product requiring testing to determine long-term effects of exposure to the sun's rays is a good candidate for one of these lamps for solar simulation.

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Diversified's second generation Therma-light Reflective Technology will be capable of being used for multiple industrial and commercial applications including solar simulation, a proven market for the technology, without having to be used exclusively in a clean-room environment. The Company intends to apply this second generation technology in the oil and gas, construction, agriculture, recreation, water treatment, metal treatment, paint removal and solar simulation industries, to name a few, establishing it as the most rugged technology of its kind available today.

Diversified's second generation Therma-light Reflective Technology will also be used in the mining industry. Dr. Arrison, clearly demonstrated the first generation unit's ability to not only efficiently generate massive amounts of heat and light, but also its ability to fracture and peel granite boulders like an onion. This particular application of the Technology opens up tremendous opportunities for sinking shafts as well as in processing ore – early testing indicates the Technology significantly reduces the hardness of rock, making it easier to crush.

Diversified is a product development and marketing company specializing in unique technologies and solutions that target a cross-section of industries. Our corporate strategy is to acquire, fund and aid in the commercialization of these unique technologies and products to provide long-term share appreciation.

For further information, please visit the Company's new website at www.dvsind.com, or contact the Company as indicated below.

**ON BEHALF OF THE BOARD OF DIRECTORS
OF DIVERSIFIED INDUSTRIES LTD.**

“Stephen L. Davis”

Stephen L. Davis
President / CEO

No stock exchange has reviewed and/or accepted responsibility for the adequacy or accuracy of this release.

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