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## News Release

### **SUPERIOR DEFINES 12 KIMBERLITE TARGETS VILLE MARIE PROJECT, QUEBEC**

August 13, 2007

Vancouver, BC – **Superior Diamonds Inc. (SUP-TSX.V)** (“Superior” or “the Company”) is pleased to announce that at least twelve kimberlite targets have been identified through the recovery of kimberlite indicator minerals from overburden samples. These samples include those collected from this summer’s overburden surface sampling and reverse circulation drill programs as well as those from previous programs.

Thomas F. Morris, President and CEO of Superior states “We have learned from the discovery of the Morin and Lac Honorat kimberlite pipes in the Ville Marie area that the dispersal of kimberlite indicator minerals from these pipes is highly concentrated and short”. Over 290 overburden samples were collected from Superior’s surficial sampling program and an additional 84 overburden samples were recovered from 38 reverse circulation drill holes. The distribution and relative concentration of kimberlite indicator minerals from these samples led to the discovery of the Lac Honorat kimberlite pipe. With new data, combined with Superior’s heavy mineral data base for the Ville Marie area, the Company has identified at least twelve additional kimberlite targets.

This fall, Superior will complete additional overburden sampling around each of these targets, using both surface sampling and reverse circulation drilling. The distribution and relative concentrations of kimberlite indicator minerals recovered from these samples will be analyzed to more precisely identify target locations and the geochemistry of these samples will be analyzed to prioritize those targets with the highest potential to host diamonds. Superior intends to drill these priority targets in 2008.

Dr. Thomas Morris, P.Geo., is the Qualified Person who has prepared or supervised the preparation of the scientific or technical information about the Ville Marie Project.

#### **About Superior Diamonds**

Superior Diamonds is a junior Canadian exploration company, primarily searching for diamonds in the under-explored and highly prospective regions of the Canadian Shield within the provinces of Ontario and Québec. Superior’s highly skilled team has defined four promising target areas through grass roots exploration, and is now focused on two of these areas for diamond drilling. To diversify risk and balance its portfolio, the Company has adopted a strategy to explore for other commodities. The Company is a reporting issuer in British Columbia, Alberta, Ontario and Québec, and trades on the TSX Venture Exchange under the symbol SUP.

#### **Forward-looking Statements**

*Statements in this release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed under the heading “Risk Factors” in the Corporation’s periodic filings with Canadian securities regulators. Such information contained herein represents management’s best judgment as of the date hereof based on information currently available. The Company does not assume the obligation to update any forward-looking statements.*

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