



News Release

SUPERIOR DIAMONDS COMPLETES WINTER REVERSE CIRCULATION DRILL PROGRAM, VILLE MARIE DIAMOND PROJECT, QUÉBEC

February 13, 2008

Vancouver, BC – **Superior Diamonds Inc. (SUP-TSX.V)** (“Superior” or “the Company”), is pleased to announce the completion of its 2008 winter reverse circulation drill program on its Ville Marie Diamond exploration property, Québec. The purpose of this program was to better define possible kimberlite targets interpreted to exist at the heads of several kimberlite indicator mineral dispersal trains¹ associated with thicker areas of overburden. Twenty reverse circulation drill holes were completed.

Dr. Thomas Morris, President and CEO of Superior, states: “Results from this program, when received, will be integrated with those derived from previous overburden sampling programs. The interpretation of the combined data set will more clearly define the source of several kimberlite indicator mineral dispersal trains identified from earlier work¹. Kimberlite indicator mineral assemblages and geochemistry derived from this work will prioritize targets for ground gravity surveys that are planned for the second quarter of 2008. A diamond drill program will be initiated during the later part of the third quarter or early part of the fourth quarter of 2008 (dependant on drill availability) which will focus on selected kimberlite targets.”

Superior is also pleased to announce the successful completion of external, independent reviews of its exploration data management system and financial control systems. Maxwell GeoServices of Vancouver, British Columbia audited Superior’s data base management system. No inconsistencies or irregularities were reported and the exploration data management system was deemed sufficient. Superior’s internal controls over financial reporting were assessed for their adequacy in design, as required under National Instrument 52-109, on behalf of management by Quantum Advisory Partners LLP of Vancouver, British Columbia. From Quantum’s review, Superior is able to conclude that it has designed internal controls over financial reporting to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with Canadian GAAP.

About Superior

Superior Diamonds Inc. is a junior exploration company whose focus is exploring for diamonds on the Canadian Shield and for uranium within the Thelon Basin. Superior is also advancing gold and base metal properties acquired as a by-product from its diamond exploration programs. The Company is a reporting issuer in British Columbia, Alberta, Ontario and Quebec, and trades on the TSX Venture Exchange under the symbol SUP.

¹ For more information regarding the kimberlite indicator mineral dispersal trains please refer to Superior’s news release dated 13th August 2007, www.superiordiamonds.ca.

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 Company'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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The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.