



SUPERIOR *Diamonds Inc.*

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News Release

SUPERIOR DIAMONDS INC. APPOINTS THOMAS F. MORRIS AS PRESIDENT

July 26, 2007

Vancouver, BC – **Superior Diamonds Inc. (SUP-TSX.V)** (“Superior” or “the Company”) announces that effective July 25, 2007 Thomas F. Morris has been appointed President & CEO and a director of the Company. John G. Paterson announced his resignation as President & CEO and director, citing personal reasons. Mr. Paterson was President of Superior since August 2002 and the Company credits much of its success to his dedication, insight and geological expertise. Superior is extremely grateful for his contribution as president.

Tom Morris has over 25 years experience managing all types of exploration activities and programs. Dr. Morris has managed exploration programs and geological studies for university, government and private exploration companies, including: the Geological Survey of Canada, Alberta Research Council, Ontario Geological Survey, University of Alberta, University of Western Ontario, Lake Shore Gold Corp., Aurora Platinum Corp., and Superior Diamonds Inc. Dr. Morris joined Superior as the Vice President of Exploration in May 2003, and since that time, he has been directly responsible for the design and implementation of Superior's exploration programs. Dr. Morris, a registered geoscientist in both Ontario and Québec, has been the Qualified Person on Superior's projects since that time.

Alan Moon, Chair of the Board, said: “Tom has taken on increasing responsibilities over the years and has earned this role. We're pleased to have him as President and on the board. He has been instrumental in discovering Superior's first two kimberlites and we look forward to having him continue to add value to the company.”

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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