



SUPERIOR *Diamonds Inc.*

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News Release

SUPERIOR INITIATES REVERSE CIRCULATION DRILL PROGRAM, VILLE MARIE DIAMOND PROJECT, QUEBEC

June 20, 2007

Vancouver, BC – Superior Diamonds Inc. (SUP-TSX.V) (“Superior” or the “Company”) is pleased to announce the initiation of a reverse circulation drill program for its Ville Marie project, Québec. Results from two previous reverse circulation programs at the Ville Marie Project, which led to the discovery of the Morin Kimberlite pipe, resulted in the definition of two kimberlite indicator mineral dispersal trains and the interpretation that there are additional kimberlites within the Lac Lussac area.

The purpose of this reverse circulation program is to assist in locating these additional kimberlites in the Lac Lussac area. Thirty drill holes are planned and drilling should be completed by the end of July. Processing of the materials sampled from these holes should be completed in the fall of 2007. This data will be augmented by the results from 300 surface samples currently being collected in the Lac Lussac and Lac Honorat areas.

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 Quebec. Superior's highly skilled team has defined four promising target areas through grass roots exploration, and is now focused on prioritizing these targets for drilling. To diversify risk and balance its portfolio, the Company has adopted a strategy to explore for other commodities where it has a proven track record of expertise, including uranium. The Company is a reporting issuer in British Columbia, Alberta, Ontario and Quebec, and trades on the TSX Venture Exchange under the symbol SUP.

Superior Diamonds is owned 13.0% by Southwestern Resources Corp. and 10.8% by FNX Mining Company Inc.

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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