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News Release

SUPERIOR DEFINES SURFACE AREA OF SECOND KIMBERLITE PIPE VILLE MARIE AREA, QUÉBEC

August 9, 2007

Vancouver, BC – **Superior Diamonds Inc. (SUP-TSX.V)** (“Superior” or “the Company”) is pleased to announce the surface delineation of its second kimberlite pipe from the Ville Marie project in Québec. Using bedrock recovered in eight drill holes from six different collar locations distributed around the perimeter of the pipe, Superior has determined that the kimberlite body, the discovery of which was announced in a news release dated 24 July 2007, is a pipe with a surface diameter of approximately 100 by 140 metres. Drilling was done through the country rock towards the kimberlite with holes angled at 50 degrees. In all, approximately 465 metres of dark grey-green, weakly magnetic, upper diatreme-facies tuffisitic breccia was collected.

The distribution and mix of kimberlite indicator minerals recovered from overburden samples collected down ice and laterally away from this pipe, referred to as the Lac Honorat Kimberlite, suggests either: a) two or more phases of kimberlite emplacement associated with this pipe; and/ or b) the presence of an additional kimberlite pipe(s).

“The recovery of G10 Cr-pyrope garnets and Cr-Inclusion field Chromites from overburden samples collected down ice from the pipe is encouraging” states Thomas Morris, President and CEO of Superior Diamonds Inc. Morris further states “It is important at this time to define if these grains are coming specifically from this kimberlite or from a second pipe”. To determine this, core from the Lac Honorat kimberlite will be processed for kimberlite indicator minerals and the geochemistry determined. In addition to defining the source of the kimberlite indicator minerals, the geochemistry will also indicate the potential of the Lac Honorat kimberlite to host diamonds.

Superior used lightweight, portable drills that retrieve "A" thin-wall core, to define the surface area of this pipe. These drills are ideally suited for first stage exploration drilling. If the geochemistry results from the Lac Honorat Kimberlite core are encouraging, Superior will use a larger drill to cut a vertical hole through the Lac Honorat kimberlite to obtain "HQ" core. This larger diameter core is more useful in: a) defining the thickness, geometry and facies variation of the kimberlite; and b) providing sufficient material for petrographic analysis, more detailed heavy mineral studies and microdiamond analysis. Due to ground conditions, obtaining HQ core with this larger type of drill will have to wait until winter freeze-up.

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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