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News Release

SUPERIOR INTERSECTS SECOND KIMBERLITE BODY, VILLE MARIE AREA, QUÉBEC

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Vancouver, BC – **Superior Diamonds Inc. (SUP-TSX.V)** (“Superior” or “the Company”) has intersected a second kimberlite body in the Ville Marie area of Québec. As previously announced, Superior has identified the Morin Kimberlite Pipe as the source of the Lac Lussac dispersal train, and has now identified a kimberlite at the head of Superior’s Lac Honorat kimberlite indicator mineral dispersal train. This new kimberlite occurs approximately five kilometres southeast of the Morin Kimberlite Pipe.

Hole VM07-042 was drilled at a 50-degree angle to the southwest (210 degrees). Kimberlite was intersected at 24 metres. The hole continued for 147 metres through kimberlite before intersecting fine-grained gabbro at 171 metres. This indicates that the width of the kimberlite body is approximately 90 metres; however, it is unknown at this time if drilling has intersected the middle of the body or is clipping the edge.

The kimberlite is on ground held by Fieldex Exploration Inc., of which Superior has 100% of the diamond rights with Fieldex entitled to a 2% gross overriding royalty. This kimberlite has no geophysical signature, and was only discovered after additional surface samples and four reverse circulation drill holes were completed in the area. Kimberlite indicator minerals recovered from these samples better defined the dispersal train, which led to the discovery of this kimberlite. The mix of kimberlite indicator minerals observed from core recovered from this kimberlite, along with those observed in the overburden samples, suggests a second kimberlite pipe in the area.

As part of its due diligence process, Superior submits representative samples of the core to an independent party for a second party audit. Overburden Drilling Management Limited has been used as this independent party. Stu Averill, President of Overburden Drilling Management Limited, classifies the drill core material as “Kimberlite. Dark grey-green, weakly magnetic, upper diatreme-facies tuffisitic breccia”.

“The discovery of this kimberlite in the Lac Honorat area verifies there are potentially a number kimberlites in the Lac Honorat and Lac D’Argent areas,” states Dr. Thomas Morris, Vice President Exploration of Superior. “We are waiting for the results from our 2007 overburden sampling and reverse circulation drill programs, which we expect will define additional kimberlite dispersal trains and further refine the distribution of those already discovered in the Lac Honorat, Lac D’Argent, Lac Lussac (which contains Superior’s Morin kimberlite) and Lac des Quinze areas.”

Superior currently has two exploration drills in the Lac Honorat area and now will focus its drilling program on defining the surface dimensions of this kimberlite body. Following the delineation of the surface area, the next step will be to collect and process additional overburden samples for their heavy minerals, to better define other drill targets.

Dr. Thomas Morris, P.Geo., has been the Qualified Person for the last four years at Superior. Dr. Morris has prepared or supervised the preparation of all scientific or technical information for this and all of Superior projects in conjunction with staff from the Sudbury exploration office.

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 where it has a proven track record of expertise, including uranium. 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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