



News Release

SUPERIOR DEFINES SURFACE AREA OF KIMBERLITE PIPE, VILLE MARIE AREA, QUEBEC

March 16, 2007

Vancouver, BC – **Superior Diamonds Inc. (SUP-TSX.V)** (“Superior” or “the Company”) is pleased to announce the surface area delineation of its first kimberlite pipe from the Ville Marie Project, Québec. Using bedrock recovered in eight drill holes from five different collar locations distributed around the perimeter of the pipe, Superior has determined that the kimberlite body is a pipe with a surface area of approximately 200 metres by 200 metres. Drilling was done through the country rock towards the kimberlite with holes angled at either 45 or 50°. One vertical hole was drilled into the centre of the pipe and terminated in crater facies kimberlite at 131 metres. In all, 266.38 metres of crater facies kimberlite was recovered from six of the eight holes.

Heavy minerals recovered from kimberlite cuttings and basal tills directly down-ice from this kimberlite suggest that there are at least two phases of kimberlite emplacement associated with this pipe. This kimberlite pipe is referred to as the Morin Kimberlite.

The drills used are lightweight, portable models that retrieve “A” thin-wall core. These drills are ideally suited for first stage exploration drilling. Superior is planning to use a larger drill to cut two vertical holes through the Morin Kimberlite to obtain “HQ” core. This drilling accomplishes two things: 1) defining the thickness, geometry and facies variation of the kimberlite; and 2) provides enough material for petrographic and heavy mineral studies and microdiamond analysis.

Superior’s first stage exploration drilling program with both portable drills is expected to continue into April 2007. Procurement of a larger drill rig to obtain HQ size core is expected during late April and early May.

John Paterson, President of Superior states, “We are extremely excited that the kimberlite intersected in drillholes has a well preserved crater facies and is of reasonable size. Chemistry of indicator mineral grains down ice from the Morin pipe suggests it has potential to be diamondiferous.”

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 searching for diamonds in the under-explored and highly prospective regions of the Canadian Shield. Over a period of just three years, 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 provide balance in its exploration portfolio, the Company has adopted a strategy to explore for other commodities where it has a proven track record of expertise, primarily 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" and elsewhere 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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