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News Release

SUPERIOR DIAMONDS ANNOUNCES ANNUAL AND SPECIAL MEETING

March 9, 2007

Vancouver, BC – **Superior Diamonds Inc. (SUP-TSX.V)** ("Superior" or "the Company") announces that all shareholders of record on March 21, 2007 will be entitled to receive notice of and to vote at the Annual and Special General Meeting of shareholders, to be held on Wednesday May 9, 2007 at 10:00am PDT at the Four Seasons Hotel, 791 West Georgia Street, Vancouver, B.C.

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. 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 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.

For more information, please contact:

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The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.