



SUPERIOR *Diamonds Inc.*

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News Release

SUPERIOR HIRES VICE-PRESIDENT EXPLORATION AND CHIEF GEOLOGIST; RESTRUCTURING OF MANAGEMENT AND EXPLORATION TEAM NOW COMPLETE

September 4, 2007

Vancouver, BC – **Superior Diamonds Inc. (SUP-TSX.V)** (“Superior” or “the Company”) is pleased to announce the appointment of Mr. Donald Boucher (BSc. PGeo.) as Vice President Exploration, effective immediately. Mr. Boucher is a highly respected diamond geologist having worked for over 25 years with DeBeers Canada in a variety of roles, including managing diamond exploration for projects throughout Canada and exploration offices in Val d’Or, Québec and Sudbury, Ontario. More recently he held the position of Technical Manager for joint venture projects in Toronto. Mr. Boucher was part of the exploration team that discovered the Victor Kimberlite in northern Ontario.

In addition to Mr. Boucher, Mr. Thomas Hart (MSc., BSc. Hons., PGeo) has recently joined Superior as Chief Geologist. Mr. Hart is a highly respected geologist with over 25 years experience as a field geologist, including managing numerous bedrock mapping and drill programs. Mr. Hart also has a strong background in bedrock geochemistry, data management and Geographic Information Systems.

The addition of Mr. Boucher and Mr. Hart to Superior’s exploration team completes an extensive restructuring of Superior’s management and technical teams. This includes the addition of Mr. Brian Booth (BSc. PGeo) and Dr. Thomas Morris (PhD., FGAC, PGeo) to an already solid board of directors consisting of Alan Moon (Chairman), K. Wayne Livingstone, Thomas W. Beattie and Murray A. Gordon, and the appointment of Dr. Morris as President and CEO.

In terms of the technical team, Mr. Boucher and Mr. Hart lead a core of young geologists that include Mr. Scott Parsons (BSc. MSc. pending), Ms. Sarah Johnston (BSc.) and Mr. Matt Sooley (G.Tech.). Matt Sooley and Steven van Haafte (BSc. Hons. PGeo.) oversee Superior’s data management systems. Mr. van Haafte has over 25 years experience as a geologist with the Ontario Geological Survey and was a key member in designing and maintaining data management systems for both the Ontario Ministries of Northern Development and Mines and Natural Resources.

Dr. Morris states: “Superior Diamonds has assembled a remarkable team of people to identify, plan, execute and manage diamond and other mineral exploration programs.”

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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