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sp3 Diamond Technologies Names William Peifer Director of Sales

SANTA CLARA, Calif. – December 3, 2008 – sp3 Diamond Technologies, Inc. (sp3), a leading supplier of diamond film products, equipment and services, today announced that it has brought in industry veteran William Peifer as its director of sales.

Peifer is tasked with actively pursuing increased sales of the company's CVD diamond products for thermal management applications, such as DiaTherm™ and wafer scale diamond, as well as supporting existing sales efforts for sp3's non-thermal related applications, including DiaTips™, DiaPak™, DiaBide™ and DiaDress™. Peifer will also be responsible for accelerating the expansion of sp3's sales organization, primarily through the addition of representative organizations across the U.S.

"Bill comes to sp3 with broad experience in moving various novel technologies to adoption in real-world applications," said Dwain Aidala, president and COO of sp3 Diamond Technologies. "He brings significant experience with thermal management applications at the device and systems levels, and a broad network of government and commercial customer contacts that he will be able to utilize to leverage sp3's products into new applications in key markets, such as military, industrial and aerospace."

Most recently, Peifer was with Yamaichi Electronics Inc. USA where he was responsible for increasing sales of its Yflex LCP material (Liquid Crystal Polymer) into the photovoltaic industry and worked on heat dissipation solutions. Prior to that, he



handled business development for DVK Integrated Services, Inc. with a particular focus on heat dissipation materials. Peifer has also held positions of increasing responsibility at Covenant Electronics, Inc., and SMOS Systems, Inc. Affiliate of Seiko Epson Corp, Japan.

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About sp3 Diamond Technologies, Inc.

sp3 Diamond Technologies is focused on providing diamond-based solutions for electronics thermal management, diamond-on-silicon applications, and enhanced cutting surfaces. Based in Santa Clara, California, USA, the company provides diamond products for thermal and cutting applications, diamond deposition services, hot filament CVD reactors, and deposition consulting services to companies worldwide across a broad spectrum of industries.

sp3 Diamond Technologies is a subsidiary of sp3 Inc., a full service provider of products and services relating to thin-film and thick-film diamond deposition and other diamond materials. sp3 Inc. is comprised of sp3 Diamond Technologies and sp3 Cutting Tools.

For more information about the company and its products and services please visit www.sp3diamondtech.com.