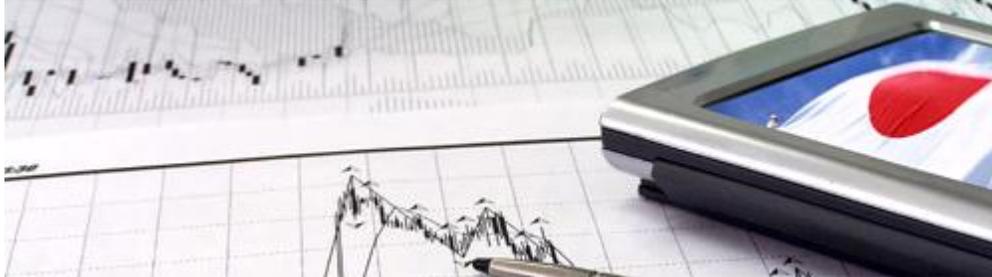


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DFI INTRODUCES ITS PATENTED TECHNOLOGY IN JAPAN EXPANDING INTO ASIAN MARKETS



Company set to boost its presence in Asia through a collaboration with JETRO - Japan External Trade Organization

SAN CLEMENTE, Calif., Feb. 14, 2008 – [Diamon-Fusion International, Inc. \(DFI Nanotechnology\)](#), global developer and exclusive licensor of patented hydrophobic nanotechnologies, announced today the introduction of its patented Diamon-Fusion® system into the Japanese market through collaboration with The Japan External Trade Organization (JETRO). DFI is boosting its expansion into global markets with JETRO's support and service for foreign-affiliated firms seeking to expand their operations in Japan. This development follows JETRO's success of attracting 479 new foreign entrants to the Japan market since 2003, in line with JETRO's role as the principal body tasked with doubling Japan's cumulative foreign direct investment stock.

Japan External Trade Organization (JETRO) is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

JETRO also provides information and support to foreign companies looking for successful entry and expansion in the Japanese market along with a wide-range of services, such as timely market intelligence, extensive business development support to encourage new business between foreign companies and Japan. JETRO also provides current information on the laws and regulations surrounding new business operation in Japan to assist companies in expanding their business to Japan.

Kunio Miyagawa, Advisor at **JETRO Saitama**, explained: *"We have identified several local companies very interested in DFI's patented technology and have made good progress toward the creation of a mutually beneficial relationship."*

Guillermo Seta, Executive Director of **DFI Global Operations**, stated: *"With the world's second largest economy and a leader in technology, we find Japan to be a natural market as a trading partner; our patented system has been received well by local companies since they can truly appreciate, and clearly understand, the overall value of our industrial process and associated IP assets."*

DFI Nanotechnology multi-functional characteristics include: water and oil repellency (*hydrophobic* and *oleophobic*), impact and scratch resistance, protection against graffiti, dirt and stains, finger print protection, UV stability, additional electrical insulation, protection against calcium and sodium deposits and increased brilliance and lubricity. DFI's nanocoating works at nanoscale levels to change the molecular composition of any silica-based surface. **Diamon-Fusion®** provides,

in chemical terms, a *'cross-linked', 'branched' and 'capped' optically clear nano-film* along with a strong and durable *covalent* bond.

For more information about **DFI**, you may visit its website:
www.DFINanotechnology.com