

Diadem Resources Has Been Able To Zero In On The Part Of A Very Large Property That Many Geologists Who Have Worked Their Franklin Diamond Project Property Since 1980 Feel That The Area Is Conducive To Finding Diamonds

Mining
Precious Metals
(DRL-TSXV)



Aime Bertrand
Chairman and CEO

BIO:

Mr. Bertrand is Chairman and CEO of Diadem and a financial advisor and insurance agent since 1970 to date. He has been a Director of Diadem since 2002. He is the principal of A N Bertrand Inc. He is also a governor of the Montreal South Shore Chamber of Commerce, a past president of big brothers and big sisters of Montreal (1975-1976), a member of Great West Life president Council (1978-1979) and a past president of the Boucherville lions club (1972-1973). Prior to being in the insurance and investment business, Mr. Bertrand was a banker with the Toronto Dominion Bank from 1960 to 1967. He was a cash controller for Fednav Shipping from 1967 to 1969. He was involve in Real Estate development of senior complex Residence Tour Gouin phase 1,2,3 and 4 (500 units)

and Cité Rive Des Prairies Phase 1 and 2 (300 units). His hobbies are Golf and travel. He is a member of Club Link King Valley Golf Course since 2001.

Company Profile:

Management of Diadem Resources Ltd. (TSXV: DRL) is focused on acquiring near-production mining opportunities in North America, especially those related to diamonds and gold. Its principal current activity is diamond exploration in the Franklin Bay area of the Northwest Territories. On that project, Diadem now has identified 28 potential drill targets on the Parry Peninsula, which currently constitutes the Franklin Bay project area. A ground magnetic survey has just been completed and the results are being analyzed. When the analysis is complete, Diadem will finalize its drilling program, which will be carried out subject to permitting.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Bertrand, why did you decide to take over the leadership of Diadem?

Mr. Bertrand: “The main reason is that for years I have been watching Diadem first as an investor in the early days and it went very well, then as a director. Over the years, the lack of focus created some problems, which resulted in the situation we are in today, *a very low interest in our stock*. Since I have brought many clients and friends into becoming shareholders of Diadem, I felt a duty to devote the necessary time and effort to reverse the current situation and move things forward to the point of finding a diamond mine for our investors and supporters of many

years. Paul Carroll who was our Chairman asked me if I would like to take over the position since he wanted to devote more time to his personal affairs. I felt up to the challenge and I have asked all current board members if they would give me their support for the transition period, which they all agreed to. The current market is definitely not the best time to be looking for investment dollar especially in a high-risk mining industry. However, I have been reassured by some personal contacts that money would be available for a project like Franklin since it is well advanced and has great potential.”

CEOCFO: Where is the company today?

Mr. Bertrand: “The Company today is actively seeking financing for a two-year program on our Franklin Diamond Project, which is at the stage of drilling. We have 28 known targets, which have been sample and have produced kimberlites. These 28 pipes that are clearly identified from the magnetic survey, were identified a year or so ago. The project is really ready for drilling. We need to get on the field ASAP. The only hurdle is the financing. All permits and claims are in good standing. Once the financing is in place, we would need to update our work access permit, which is a formality.”

CEOCFO: What is special about this property?

Mr. Bertrand: “What is special is that the work that was done, was done on a very large territory twice the size of what we have actually kept. We retain only the area that showed the most promise. Some of these pipes have already yielded a significant number of diamonds. We know we are in the right area since we have discovered a new diamond cluster, bear-

ing diamond kimberlite pipes, which we have not completely evaluated yet. It is unusual to find a group of pipes like this almost all of which contain diamonds. The fact that we tested less than a third of these known targets in the area gives us a real chance of finding a diamond producing mine.”

CEO CFO: Is there much activity in the diamond mining today?

Mr. Bertrand: “No there is not much activity. There is some in the Orish Mountain area in Quebec and the territories around the Lac The Gras area. Because of the cost of rough diamonds being what it is today, obviously there is less activity. Nevertheless, our operation has now spent millions of dollars to date and we feel confident that we will find the additional funds to get the job done.”

CEO CFO: There is something about diamonds that seem to always attract people!

Mr. Bertrand: “That might be. However, since Diamond drilling is not the flavor of the day, as you know, these things change and prices move up and down. What goes down today will be up tomorrow. This is what I think will happen and then diamonds will become the flavor of the day and we will be right in the middle of our drilling operation. This is definitely what we are hoping for.”

CEO CFO: What does the team at Diadem know that others do not?

Mr. Bertrand: “We have had at least twelve or so different geologists look at this property, analyze the results that we have so far, and not one single one of them have told us to give up on the project. They never said that nothing was there. Every single one agreed that we could not leave this property undrilled, because there was just too much opportu-

nity and possibilities on this property. Just the fact that on the average basis, one out of 15 pipes baring kimberlite, will produce a diamond mine. Therefore, since we have 28 pipes to drill plus perhaps some more that we will identify as we are working on the property. There is just no way we will move aside and let someone else go and reap the benefits of our work.”

CEO CFO: How do you get the attention of the investment community?

Mr. Bertrand: “One of the things is that I have a strong following in the investment community. I was a banker back in 1958, so that dates me, but nevertheless I

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have been an investment counselor for the last forty years and I have some very wealthy clients who want to live that experience and can afford to take the risk. Therefore, we will have the support for the hard dollars that we need to make sure we stay alive and keep on going until we find the right financing. We believe it is just a question of time until we connect with the right investment dealer. As a matter of fact, we are working on this activity right now and we are moving along quite well given the fact that the investment community is really upside down. What people are looking for is

change and focus from the new Chairman.”

CEO CFO: What is the area like physically in terms of drilling?

Mr. Bertrand: “Very favorable because it is accessible by water in the summer months. We have already shipped our equipment and supplies needed for the upcoming drilling season. Our work team can put in longer workdays because of the maximum daylight during the summer, on top of which if we find a diamond mine access to the property is much less difficult than anywhere else on the territories.”

CEO CFO: So you are ready!

Mr. Bertrand: “Oh yes we are ready and we are going to do it. It is just a question of when, but we are going to do it, it is for sure. I feel confident; we will be on the grounds in August.”

CEO CFO: What should people reading about Diadem take away?

Mr. Bertrand: “A lot of investors are involved in Diadem. We have had a very large following over the years. We had, at one point, a hundred fifty million shares outstanding. We sized it down by a reverse split a couple of years back to a six-

teen to one. We are around 19 million shares outstanding today and I think it makes us a very exciting prospect in terms of share value and growth potential. We are in the business of diamonds for the future. I think diamonds in the future will increase in value and Canadian diamonds have proven to be some of the best diamonds in the world and are of highest quality. We are definitely in the area where diamonds are. What else can I say to the investors? They should invest a little money for an exciting growth potential. (Good things happen to those who wait)”

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