

Press Release

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**WORLD ECONOMIC FORUM SELECTS ADVANCED DIAMOND TECHNOLOGIES
AS A 2007 TECHNOLOGY PIONEER**

Romeoville, IL, December 4, 2006—Advanced Diamond Technologies, Inc. (ADT), the world leader in developing and applying diamond thin-films for industrial, electronic, mechanical and medical applications, announces its selection as a 2007 Technology Pioneer by the World Economic Forum.

The world's foremost venture capital and technology companies nominated 225 firms from which a Forum panel of industry experts selected this year's 47 Technology Pioneers. Neil Kane, ADT's president, will attend the Forum's Annual Meeting held in Davos, Switzerland, January 24-28, 2007.

Technology Pioneers develop life-changing innovations in the areas of energy, biotechnology and health, and information technology; demonstrate visionary leadership; and exhibit characteristics of a market leader—and their technology must be proven to have the potential for revolutionary impact on business and society. Judges used the following six criteria in their selection process: innovation, potential impact, growth and sustainability, proof of concept, leadership, and status. ADT is the first diamond company to meet these demanding criteria for selection as a Technology Pioneer.

"We are honored to be considered among the ranks of the world's technology and innovation leaders. The opportunity to be on the global stage at Davos and interact with preeminent political and business leaders is thrilling," said Kane. "This award reaffirms our belief in a bright future for ADT, as 95 percent of previous Technology Pioneers have successfully established themselves in the marketplace, some even becoming household names."

Applications of ADT's ultrananocrystalline diamond (known as UNCD™) include energy, biotechnology, and information technology. UNCD is already being applied in a variety of industries and changing the way we work, live and communicate. ADT produces diamond-enhanced mechanical seals for pumps that dramatically improve wear characteristics and save energy by reducing friction. "The U.S. Department of Energy estimates this application, when widely deployed, would save trillions of BTUs of energy annually," said Kane.

Other UNCD applications include diamond-based microelectronic devices called micro-electromechanical systems or MEMS. For example, UNCD-based high power, wireless, broadband communication chips would be much smaller in size and consume 100 times less power than current standards. ADT is also developing biocompatible coatings for implantable medical devices such as artificial retinas which help restore sight to people suffering from age-related macular degeneration. "The practical applications of diamond are limitless," said Kane. "Our innovations overcome the traditional impediments to using diamond technology, making these applications possible."

"The competition to become a Technology Pioneer has been more intense than ever," said Peter Torreele, managing director of the World Economic Forum, in a statement announcing the awards. He continued, "It is evident that technology and innovation is playing a key role in the shifting power equation at a global level. We are pleased to welcome these exciting companies to our community of Technology Pioneers, and look forward to engaging these industry leaders of the future into the community of the World Economic Forum."

About UNCD

UNCD, synthesized in thin-film form using a patented growth process, is known for its ability to seamlessly integrate with other materials. Comprised of diamond grains that are 2-5 nm in diameter—a billion-fold smaller in volume than in traditional diamond films—UNCD has many of the desirable characteristics associated with diamond, such as hardness and inertness, as well as several distinctive properties, including mirror smoothness and low-temperature synthesis that is compatible with traditional processes for semiconductor manufacturing.

About Advanced Diamond Technologies

Formed in December 2003 to commercialize the UNCD technology developed at Argonne National Laboratory (Argonne), ADT is the exclusive licensee to the Argonne portfolio of application and process patents for synthesizing and using UNCD films. In 2006, ADT received Frost & Sullivan's Product Innovation of the Year award for diamond films and Nanotech Briefs' Nano 50™ Award, as well as being a runner-up in the *Wall Street Journal's* Technology Innovation Award.

ADT is grateful for the support it has received from the U.S. Department of Energy, National Science Foundation, U.S. Department of Defense, and the State of Illinois.

For more information on ADT visit www.thindiamond.com.

About the World Economic Forum

The World Economic Forum, based in Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress. The Forum serves its members and society by creating partnerships between and among business, political, intellectual and other leaders of society to define, discuss and advance key issues on the global agenda. Incorporated in 1971 as a foundation, the World Economic Forum is impartial and not-for-profit and is tied to no political, partisan or national interests. In 1995 the Forum was awarded NGO consultative status with the Economic and Social Council of the United Nations.

For more information about the Forum visit www.weforum.org.

For the entire list of Technology Pioneers 2007 and interviews with the CEOs of the selected companies visit www.weforum.org/techpioneers/2007.

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