

**Press Release**  
*For immediate publication*



**A PREMIUM REAMING SHELL ON THE SHELVES**

*Saint-Laurent, February 13th, 2008* – Offering up to 20% more active surface, the WHITE RHINO premium reaming shells will surely make heads turn throughout the industry. With both natural and synthetic diamonds embedded onto the entire surface of the tool's crown, this premium shell is all about productivity gains.



The WHITE RHINO shells come with a profiled crown that offers up to 20% more active surface than regular shells. The tool's angle of contact is also protected by natural diamonds that are set in a reinforced arrow-tip pattern. The shell's angle of contact has an additional protection of thermally-stable polycrystalline (TSP) diamonds and carbide to maximize the tool's lifespan.

«We obtained undeniable results when we tested WHITE RHINO – the combination of synthetic diamonds and the reinforced angle of contact provides clearly better resistance to wear» says Pierre Auger, R&D Director at Fordia. As always, the product development team created a tool to address the need; this time the need was improved shells.

For more information or to order WHITE RHINO premium shells, please contact one of our dedicated sales reps at 1-800-768-7274, or visit our website at [www.fordia.com](http://www.fordia.com).

**About Fordia**

Fordia is a leading manufacturer and supplier of high-performance diamond drilling tools, accessories and equipment. Founded in 1977, Fordia has the international experience and global presence to supply its clientele with customized services and products. In addition to its Head Office in Montreal, the company has offices in Val D'Or, Sudbury and Vancouver in Canada. Fordia is also established worldwide with offices in Chile, Peru, Australia, France, China and many distributors around the world. For more information, please visit Fordia's website at [www.fordia.com](http://www.fordia.com).

Head Office  
2745 de Miniac  
Ville St-Laurent  
(Québec), Canada  
H4S 1E5

T 514.336.9211  
TF 1.800.768.7274  
F 514.745.4125

[www.fordia.com](http://www.fordia.com)  
[info@fordia.com](mailto:info@fordia.com)