

TSX: SPB  
Calgary, November 4, 2009

For Immediate Release

Superior Plus Announces November 2009 Cash Dividend and Upcoming Events

November 2009 Cash Dividend - \$0.135 per share

Superior Plus Corp. (“Superior”) today announced its cash dividend for the month of November, 2009 of \$0.135 per share payable on December 15, 2009. The record date is November 30, 2009 and the ex-dividend date will be November 26, 2009. The Corporation’s annualized cash dividend rate is \$1.62 per share. This dividend is an eligible dividend for Canadian income tax purposes.

2009 Third Quarter Results and Conference Call

Superior expects to release its 2009 third quarter results on Wednesday, November 4, 2009. A conference call and webcast for investors, analysts, brokers and media representatives to discuss the 2009 third quarter results is scheduled for 8:30 a.m. MT on Thursday, November 5, 2009. To participate in the call, dial: 1-866-250-4892. An archived recording of the call will be available for replay until midnight, December 4, 2009. To access the recording, dial: 1-877-289-8525 and enter the pass code 4170712 followed by the # key. Internet users can listen to the call live, or as an archived call, on Superior’s website at: [www.superiorplus.com](http://www.superiorplus.com).

Superior Plus 2009 Annual Investor Day

Superior is pleased to announce its upcoming Annual Investor Day on Thursday, November 19, 2009 at the Fairmont Royal York in Toronto. A detailed update on Superior’s current operations, short and long-term growth opportunities and financial position will be presented. Members of the professional investment community are invited to attend. Future details of the annual event will be found on Superior’s website at [www.superiorplus.com](http://www.superiorplus.com).

About the Corporation

Superior Plus Corp. consists of three primary operating businesses: Energy Services includes the distribution of propane and distillates and related fixed-price energy services; Specialty Chemicals includes the manufacture and sale of specialty chemicals; and Construction Products Distribution includes the distribution of specialty construction products.

Superior’s shares and convertible debentures trade on the TSX as follows:

Trading Symbol	Security	Issued and Outstanding
SPB	Common Shares	95.8 million
SPB.db.b	5.75% Debentures, Series 1	\$174.9 million principal amount
SPB.db.c	5.85% Debentures, Series 1	\$ 75.0 million principal amount
SPB.db.d	7.5% Debentures	\$ 69.0 million principal amount

For further information about Superior, please visit our website at: [www.superiorplus.com](http://www.superiorplus.com) or contact: Wayne Bingham, Executive Vice-President and Chief Financial Officer, Tel: (403) 218-2951 / Fax: (403) 218-2973, E-mail: [wbingham@superiorplus.com](mailto:wbingham@superiorplus.com) or A. Scott Daniel, Vice-President, Treasurer and Investor Relations, Tel: (403) 218-2953 / Fax: (403) 218-2973, E-mail: [sdaniel@superiorplus.com](mailto:sdaniel@superiorplus.com), Toll Free: 1-866-490-PLUS (7587).

## **Forward Looking Information**

*Certain information included in this Press Release is forward-looking, within the meaning of applicable Canadian securities laws. Much of this information can be identified by looking for words such as “believe”, “expects”, “expected”, “will”, “intends”, “projects”, “anticipates”, “estimates”, “continues” or similar words. Forward-looking information in this Press Release includes but is not limited to, assumptions concerning the future payment of dividends and the treatment of shareholders under tax laws. Superior believes the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking statements should not be unduly relied upon.*

*Forward-looking information is not a guarantee of future performance and involves a number of risks and uncertainties some of which are described herein. Such forward-looking information necessarily involves known and unknown risks and uncertainties, which may cause Superior's actual results to differ materially from any projections of future results expressed or implied by such forward-looking information. These risks and uncertainties include but are not limited to the inability of Superior to meet the liquidity tests set forth in the Canada Business Corporations Act with respect to the payment of dividends and future changes to applicable tax laws and the other risks identified in the Corporation's 2008 Annual Information Form under the heading “Risk Factors”, which is available on the SEDAR website ([www.sedar.com](http://www.sedar.com)). Any forward-looking information is made as of the date hereof and, except as required by law, Superior does not undertake any obligation to publicly update or revise such information to reflect new information, subsequent or otherwise.*