

TSX: SPB
Calgary, January 6, 2011

For Immediate Release

Superior Plus Announces January 2011 Cash Dividend and Upcoming Events

January 2011 Cash Dividend - \$0.135 per share

Superior Plus Corp. (“Superior”) today announced its cash dividend for the month of January 2011 of \$0.135 per share payable on February 15, 2011. The record date is January 31, 2011 and the ex-dividend date will be January 27, 2011. Superior’s annualized cash dividend rate is currently \$1.62 per share.

A summary of Superior’s dividends declared for the year 2010 is detailed below. These dividends are considered to be an eligible dividend for Canadian income tax purposes.

Record Date	Payment Date	Total Dividend
January 31, 2010	February 16, 2010	0.135
February 28, 2010	March 15, 2010	0.135
March 31, 2010	April 15, 2010	0.135
April 30, 2010	May 14, 2010	0.135
May 31, 2010	June 15, 2010	0.135
June 30, 2010	July 15, 2010	0.135
July 31, 2010	August 13, 2010	0.135
August 31, 2010	September 15, 2010	0.135
September 30, 2010	October 15, 2010	0.135
October 31, 2010	November 15, 2010	0.135
November 30, 2010	December 15, 2010	0.135
December 31, 2010	January 14, 2011	0.135
	2010 Total	\$1.62

2010 Fourth Quarter and Year-End Results and Conference Call

Superior expects to release its 2010 fourth quarter and year-end results on Thursday, February 17, 2011. A conference call and webcast for investors, analysts, brokers and media representatives to discuss the 2010 Fourth Quarter and Year-End Results is scheduled for 8:30 a.m. MST on Friday, February 18, 2011. To participate in the call, dial: 1-877-240-9772. An archived recording of the call will be available for replay until midnight, Friday, March 11, 2011. To access the recording, dial: 1-800-408-3053 and enter pass code 8543461. Internet users can listen to the call live, or as an archived call, on Superior’s website at: www.superiorplus.com under the Events section.

Annual Meeting of Shareholders

Superior's Annual Meeting of Shareholders will be held in the Lecture Theatre of The Metropolitan Conference Centre, 333 – 4th Avenue SW, Calgary, Alberta on Wednesday, May 4, 2011 at 2:00 p.m. MST.

About the Corporation

Superior 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.

For further information about Superior, please visit our website at: 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 or Jay Bachman, Vice-President, Investor Relations and Treasurer, Tel: (403) 218-2957/ Fax: (403) 218-2973, E-mail: jbachman@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. 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 Superior's 2009 Annual Information Form under the heading "Risk Factors", which is available on the SEDAR website (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.