

NEWS INFO – FOR IMMEDIATE RELEASE – 14 October 2010

Novacem named on the Global Cleantech 100

London, UK – 14 October, 2010 – Novacem, the carbon negative cement company, today announced that it has been named on the Global Cleantech 100 which highlights the most promising private clean technology companies from around the world. The selected companies are the most likely to make the significant market impact over the next 5-10 years, in the eyes of the world's cleantech experts.

Novacem's carbon negative cement is based on magnesium oxide and offers the cement industry a scalable alternative to current carbon intensive production. No carbon emissions are released from the magnesium silicate raw material used, and overall more CO₂ is absorbed than emitted during production. Novacem is currently working with a world-class eco-system of partners to accelerate deployment of its technology to market. You can watch videos with more information about Novacem at <http://novacem.com/news/videos/>

Stuart Evans commented "Cleantech is about much more than energy. It is about what resources we use and how we use them. Novacem cement uses magnesium silicate raw materials which contain no carbon; we leave limestone and its stored carbon in the ground. Additionally we use lower temperatures and less energy than traditional cement. We aim to deploy our carbon negative cement on a global scale as soon as possible to help the cement industry deliver a step-change in how it tackles carbon emissions."

The Global Cleantech 100 is drawn up by the Cleantech Group, in conjunction with a 60-person international panel of experts and was announced in a special supplement published in the Guardian newspaper on October 13th. Novacem was included in the Manufacturing category of the list.

"The second Global Cleantech 100 shines a spotlight on which companies and which technology areas the global innovation community is currently most excited about, from a commercial standpoint," said Richard Youngman, managing director, Europe & vice president, Global Research at Cleantech Group.

Writing in the Guardian in connection with the announcement, UK Climate Change Minister Greg Barker cited Novacem's carbon negative cement as an example of the type of innovation needed to respond to the global challenge to develop new clean technologies.

...PTO

Note to editors

Novacem Limited

www.novacem.com

Novacem, the carbon negative cement company, is a spin-out from Imperial College London and has developed a new generation of carbon negative cement that will offer cost and performance parity with Portland cement. The cement is based on magnesium oxide produced from magnesium silicates, and is a scalable, transformational alternative to current carbon intensive cement production. The company recently announced the first closing of its Green Cement Bond with Lafarge, the world leader in building materials, as the first subscriber.

Novacem is a World Economic Forum Technology Pioneer for 2011 and was featured on MIT Technology Review's Top 10 Emerging Technologies for 2010. It is a Wall Street Journal Technology Innovation winner and also a Bloomberg New Energy Pioneer for 2010.

Novacem is currently working on a development programme to construct and operate a Semi Commercial Novacem Plant (up to 25,000 tonnes per year) to be co-located with an existing cement plant. It will work closely with Bond subscribers in the development of the plant and the first Commercial Volume Plants which will follow. Thereafter the technology will be rolled out to companies in and around the cement industry to ensure its full potential to reduce carbon emissions is realised.

Novacem's Board and management team comprises of a blend of experienced entrepreneurs, innovative scientists, seasoned industry executives and investors. The company raised a £1 million+ Seed Round in 2009 from Imperial Innovations, the Royal Society Enterprise Fund and the London Technology Fund. The company is planning a Series A Funding to support the construction of the Semi Commercial Novacem plant and other development activities.

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Cleantech Group pioneered the clean technology investment category in 2002. Today, it accelerates the development and market adoption of clean technologies globally. The company's worldwide network of investors, entrepreneurs, enterprises, service providers and others—representing trillions of dollars in assets—receives access to capital, investment deal flow, networking, market leading research and data, sales leads and promotional opportunities. Cleantech Group also provides advisory services for large corporations and governments, publishes leading cleantech sector industry news coverage and produces the premier Cleantech Forum® events worldwide. The full list of Global Cleantech 100 companies and the full report on the list is available at <http://cleantech.com/GlobalCleantech100.cfm>

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