NEWS INFO – FOR IMMEDIATE RELEASE – 22 APRIL 2010

Novacem's carbon negative cement named as Top 10 Emerging Technology by MIT's Technology Review magazine

London, UK – April 22, 2010 – Novacem, the carbon negative cement company, today announced that its cement has been included in *Technology Review* magazine's 2010 list of the top 10 emerging technologies that will change the way we live and do business. The revolutionary innovations included in this year's TR10 – each represented by a researcher whose vision and work lead the field – promise fundamental shifts in areas from energy to health care, computing to communications.

"The annual TR10 spotlights the emerging technologies we find most exciting. These are the innovations most likely to alter industries, fields of research, and even the way we live and work," said Jason Pontin, editor in chief and publisher of *Technology Review* magazine. "We celebrate the innovators making these accomplishments possible and look forward to their continued advancement within their respective fields."

David Rotman, Editor, Technology Review added "Most people are surprised to learn that cement production accounts for about 5 percent of the all CO_2 emissions. Novacem's Chief Scientist Dr Nikolaos Vlasopoulos wants to change that. His ingenious recipe makes cement that actually absorbs more carbon dioxide than is released during its manufacture, which could mean that 'green concrete' will finally become a reality." The company estimates that for every tonne of ordinary Portland cement replaced by Novacem, CO_2 emissions will be reduced by around 0.75 tonne

Novacem's work will be also featured along with the complete TR10 list in the May/June edition of *Technology Review*. The TR10 is posted on the Web at www.technologyreview.com/TR10.

Stuart Evans, Chairman of Novacem, commented "We are delighted by the award. It is recognition of the huge challenge faced by the cement industry, and of the matching potential of our technology. We will offer the industry the ability to make a responsible choice, and to avoid the high cost of emissions generated by its current technology."

Additional information about Novacem is available at www.novacem.com.

FOR MORE INFORMATION

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- Notes to editors/overleaf -

Novacem Limited **www.novacem.com**

Novacem is a spin-out from Imperial College, London that has developed a new generation of carbon negative cement that will offer cost and performance parity with Portland cement.

Conventional Portland cement is pervasive (2.5 billion tonnes/year) but already accounts for 5% of global CO_2 emissions. For every tonne of ordinary Portland cement replaced by Novacem, CO_2 emissions will be reduced by around 0.75 tonne. Novacem leads a £1.5Mn UK TSB collaborative R&D project to prove our technology with industrial partners including Rio Tinto (a leading global mining and exploration company) and Laing O'Rourke (the largest private UK construction firm). We have built a Batch Pilot Plant, and are next planning a semi commercial plant. The first licensed volume production plants will follow from 2014/15 onwards. We will licence the manufacture and use of our cement on a non-exclusive basis around the world.

Novacem's revolutionary technology is based on magnesium silicates rather than limestone (calcium carbonate) as is used in traditional Portland cement. Global reserves of magnesium silicates are estimated to be in excess of 10,000 billion tonnes. The company's technology converts magnesium silicates into magnesium oxide using a low carbon, low temperature process, and then adds special mineral additives to produce Novacem cement.

Novacem's Board comprises experienced entrepreneurs, talented scientists, seasoned industry executives and investors:

- **Stuart Evans** – Executive Chairman & co-founder. A technology entrepreneur since 1984 and founding CEO at Plastic Logic and Cotag International.
- **Dr Nikolaos Vlasopoulos** – Chief Scientist, co-founder & Director. PhD and MSc from Imperial College, following MEng at Democritus University of Thrace in Greece.
- **David Walkerdine** – Non-Executive Director. Previously held senior commercial and strategy roles in building materials firms including Lafarge, Cemex, RMC and Redland.
- **Dr Alan Keasey** – Non-Executive Director. Previously Chairman of Titan Methanol (a BP joint venture) and held senior research roles at BP Chemicals.
- **Jon Page** – Non-Executive Director. Director of New Ventures at Imperial Innovations where he has been involved with over thirty start-ups over the last eight years.
- **Dr Andrew Mackintosh** – Non-Executive Director. CEO of the Royal Society Enterprise Fund. 20 years at Oxford Instruments, where he became CEO of the entire group**.**

Further biographical details are available at www.novacem.com/about-us/board/

The company raised a £1 million+ Seed Round in 2009 from Imperial Innovations (AIM: IVO), the Royal Society Enterprise Fund and the London Technology Fund. This was the first investment by the Royal Society Enterprise Fund.

The company plans a Series-A investment round in 2010

Technology Review, Inc. **www.technologyreview.com**

Technology Review, Inc., an independent media company owned by MIT, is the authority on the future of technology, identifying emerging technologies and analyzing their impact for leaders. Technology Review's media properties include *Technology Review* magazine, the oldest technology magazine in the world (founded in 1899); the daily news website TechnologyReview.com; and events such as the annual EmTech@MIT.

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