

NEWS INFO – FOR IMMEDIATE RELEASE – 27 September 2010

Novacem a winner in the Wall Street Journal Technology Innovation Awards

London, UK – 27 September, 2010 – Novacem, the carbon negative cement company, today announced that it has been selected as a winner in the 2010 Wall Street Journal Technology Innovation Awards. Each year the Journal recognises innovations from all around the world that are truly ground-breaking, and Novacem has been selected as the winner in the Materials & Other Base Technologies category.

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 "Climate change is relentlessly warming our planet and true innovation is needed to stop it. The cement industry is working hard to improve current Portland cement technology and to reduce emissions, but the limestone raw material is a fundamental barrier to how far they can go. It's clear that revolution is needed, not just adaptation. So at Novacem, we offer a carbon negative solution that is both transformational and scalable, and we aim to deploy it across the world as soon as possible."

To be selected as a winner in the Wall Street Journal Technology Innovation Awards, a company must have developed an innovation which breaks with conventional ideas, goes beyond marginal improvements and is set to have a wide impact on future technology.

2010 winners will be honoured at a dinner and awards ceremony on November 3 in conjunction with the VentureWire FASTech conference in Redwood City, California. Additionally European winners will be honoured at a ceremony on October 14, in conjunction with the Innovation Exchange Conference in Copenhagen.

An economic downturn simply couldn't constrain the awesome innovation energy that exists around the world," says Scott D. Anthony, managing director of Innosight Ventures and one of the judges of the awards. "It gives one a lot of hope for the future."

...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, was featured on MIT Technology Review's Top 10 Emerging Technologies for 2010 and is 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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Wall Street Journal Technology Innovation Awards

For more information about the Awards see the full report at

http://online.wsj.com/article/SB10001424052748703860104575507662614225090.html?mod=WSJEUROPE_newsreel_technology

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