

NEWS INFO – 01 May 2011

Novacem announced as a Green Hero by Grand Design's Kevin McCloud

London, UK – 01 May, 2011 – Novacem, the carbon negative cement company, has been handpicked by Kevin McCloud to feature at this year's Grand Designs Live showcase at the ExCel Exhibition Center in London's Docklands, running from 30th April to 8th May.

Grand Designs Live is based on the successful Channel 4 TV series presented by British designer Kevin McCloud. Novacem was selected to feature as one of 'Kevin's Green Heroes' for 2011, a list which celebrates the very best, and very latest, in eco design innovations. The Grand Designs Live Exhibition brought together over 500 exhibitors, providing Novacem with a fantastic public platform to showcase carbon negative cement to nearly 1 million visitors.

Each of the 'Green Heroes' was personally selected by Kevin whose experience and passion for sustainable practices makes him the touchstone for innovative ideas in this arena. Regarding Novacem's selection, Kevin said "Cement production is responsible for about 5 per cent of global carbon emissions and – like everything else – it's on the rise. For every ton of cement, a ton of CO₂ is produced in manufacture, so a low-carbon alternative, one that is just as versatile and strong, would be welcomed as a magic bullet in construction. Novacem is brand new and made from magnesium silicates, which are in abundance on earth".

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 world-class eco-system of partners to accelerate deployment of its technology to market.

About Novacem

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. In 2010 the company announced 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.

Novacem is currently working on a development programme to design construct and operate an Industrial Pilot Plant (up to 25,000 tonnes per year) to be co-located with an existing cement plant. It

will work closely with Green Cement Bond subscribers and other industrial partners in this project 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.

The company raised a £1.1m Seed Round in 2009 from Imperial Innovations, the Royal Society Enterprise Fund and the London Technology Fund. It raised a further £1.6m in 2010 when Laing O'Rourke joined its investor group. It has also received financial and other support from the Technology Strategy Board, the Carbon Trust and industrial collaborators.

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Grand Designs Live 2011

www.granddesignslive.com

Grand Designs Live 2011 Information: The UK's No.1, award winning consumer show for design and inspiration for your home, Grand Designs Live, returns to London for the seventh year, running across nine days from 30th April – 8th May 2011 at ExCeL in London's Docklands. Based on the hugely popular and successful Channel 4 TV series – presented by design guru Kevin McCloud – Grand Designs Live London brings together over 500 exhibitors.