NOVINDA’S AMENDED SILICATES NAMED PRODUCT OF YEAR BY ENVIRONMENTAL PROTECTION MAGAZINE

Mercury Emission Control Solution Recognized for Innovation and Unique Performance

Denver, CO (November 27, 2012), Novinda Corporation, a provider of mercury emission control solutions, announced today that its flagship product, Amended Silicates, has been named a 2012 Product of the Year by Environmental Protection Magazine. The company’s unique reagent for removal of mercury emissions from coal-fired power plants was the winner in the Air Quality and Climate category.

"We heartily congratulate the companies that entered the contest and made it so competitive," said Jerry Laws, editorial director of www.eponline.com. "The judges' scores in every category were extremely close, which testifies to the quality and innovation in each product that was entered this year."

Novinda pioneered the concept of a reagent for removing mercury with chemical reactions, rather than through adsorption technologies, enabling a more economical, consistent, and robust performance across a variety of power plant configurations and operating conditions. In sustained, full-scale power plant testing, Novinda’s Amended Silicates met or exceeded the mercury removal rates required by the EPA’s Mercury and Air Toxics Standards (MATS) and is the first commercially available, non-carbon mercury control product that is 100 percent compatible with fly ash use in concrete products.

“We are honored to receive this recognition by one of the industry’s leading environmental publications," said Ed Williams, CEO of Novinda. “The product's innovative design not only delivers outstanding mercury removal and economic performance, but is produced with
technological advancements that enable a very low carbon footprint, making Amended Silicates an environmentally-sound product.”

The *Environmental Protection* New Product of the Year Award honors the outstanding achievements of industry manufacturers whose products are considered particularly noteworthy for making environmental professionals’ jobs a little easier.

**About Novinda**

Novinda was formed in 2009 as a spin out of CH2M HILL to commercialize environmental technologies for the power utility industry. Seeking an economically attractive solution to remove mercury from coal-fired power plant emissions, the eight years of development and testing of the company’s first product, Amended Silicates, was jointly funded by the Environmental Protection Agency (EPA), the U.S. Department of Energy (DOE), the Electric Power Research Institute (EPRI), and CH2M HILL. The Company’s investors include CH2M HILL, New Venture Partners, and the Altira Group. For more information visit www.novinda.com.

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