For Immediate Release
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NOVINDA PARTNERS WITH ENERGY AND ENVIRONMENTAL TECHNOLOGIES FOR DISTRIBUTION OF MERCURY CONTROL PRODUCTS IN SOUTHEASTERN U.S.

Denver, CO (February 27, 2012):
Novinda Corp., a provider of mercury emission control solutions, announced today that it has partnered with Energy and Environmental Technologies, Inc. (E and E Tech) for market development and sales of its flagship product, Amended Silicates. E and E Tech is a manufacturers’ representative agency covering the southeastern U.S. including North and South Carolina, Florida, Alabama, Mississippi and Tennessee. E and E Tech will help Novinda with market development, technical integration, and support of the product across their portfolio of clients in power and industrial utilities.

“We are committed to bringing our power plant customers the best and most innovative solutions on the market,” said Jack Locke, president of E and E Tech. “Amended Silicates offers a unique approach to mercury capture that enables power plants to reduce their environmental impact and increase their return on investment.”

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

Amended Silicates uses a natural mineral compound as its base component, which reduces emissions and energy consumption during the manufacture process. This unique chemical makeup not only enables the product to successfully remove mercury from coal plant emissions, but also affords the benefits of being non-flammable and non-abrasive - properties that protect the physical plant investments.

“As the industry’s first non-carbon reagent, Amended Silicates is capturing the attention of power plants that are looking for an economical solution for complying with the EPA’s new mercury regulations,” said Jay Crilley, vice president of sales at Novinda. “By partnering with E and E Tech, we are able to accelerate our market penetration into the coal-fired power plant utility market in the southeastern U.S.”

Amended Silicates contains no carbon compounds, preserving the beneficial use of fly ash in concrete products and minimizing landfill disposal. Amended Silicates is fully compatible with most sorbent injection systems and is available in commercial quantities for plant trials and long-term contract purchase.

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), and CH2M HILL. The Company’s investors include CH2M HILL, New Venture Partners, and the Altira Group. For more information visit www.novinda.com.