



For Immediate Release

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NOVINDA BUSINESS EMERGES FROM BANKRUPTCY THROUGH SALE

Denver, CO (August 16, 2016): Novinda Holdings, Inc. (NHI) has acquired substantially all the assets of Novinda Corp. through its Chapter 11 bankruptcy case, effective August 12, 2016. Novinda Corp.'s employees and intellectual property have been transitioned to NHI.

NHI has two strong investors in Altira Group, LLC and New Venture Partners, LLC. NHI will continue to supply Amended Silicates™ to existing customers and looks to expand its customer base.

“Novinda Holdings is now a stronger, more nimble company. With the bankruptcy behind us, we are excited to focus on providing our innovative mercury control and advanced air quality solutions to the energy market,” said Michael Rosenberg, President and CEO of Novinda Holdings, Inc. “I look forward to leading NHI as we embark on this new journey.”

NHI offers economical non-carbon mercury capture products, and advanced air quality technologies. The company's Amended Silicates™ products offer effective mercury control solutions that have been successfully tested and used in numerous full-scale plants, demonstrating cost and performance advantages when compared to carbon-based products.

About Novinda Holdings, Inc.

Denver, Colorado-based [Novinda Holdings, Inc.](http://www.novinda.com) is a leader in developing and commercializing innovative technologies that facilitate air quality and environmental compliance, while minimizing the economic and environmental impact to power generation companies and their customers. Novinda's family of non-carbon, air quality mercury control products based on the Amended Silicates™ mineral platform have received multiple awards for innovation and environmental impact. For more information, visit www.novinda.com.

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