



For Immediate Release

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NOVINDA CORPORATION NAMES MICHAEL ROSENBERG NEW CEO

New CEO brings expertise in energy-related and cleantech industries

DENVER, CO (June 18, 2015): Novinda Corporation, a provider of non-carbon mercury emission control solutions, today announced that Michael J. Rosenberg has joined the company as CEO. Rosenberg has an exceptionally strong background in energy-related and cleantech industries, including work in bio technology, fuel cells and clean coal technology.

His 25-year career encompasses national and international experience with public and private companies in the alternative energy, environmental, chemical and oil/gas industries. His areas of expertise include business development, corporate strategy, finance, mergers and acquisitions, and capital markets.

“I am honored to be a member of Novinda’s team of professionals. As CEO, my priority is to focus on the commercialization of Novinda’s proprietary technology for control of emissions from coal burning power plants, industrial boilers and cement kilns. I am very impressed with Novinda’s technology and its ability to cost-effectively remove mercury from power plant emissions, while providing numerous ancillary benefits, including solid waste reduction and a lower greenhouse gas emission profile than any other competing technology. The next several years will be exceptionally important to Novinda and its customers as we work together to meet federal and state mercury emission standards.”

Prior to joining Novinda, Rosenberg was president and CEO of OPX Biotechnologies, a manufacturer of bio-based chemicals and fuels, located in Boulder, Colorado. He also worked for Evergreen Energy, a cleaner coal technology company, and at Ballard Power Systems, a leading hydrogen fuel cell company.

He received an MBA degree from the Haas School of Business at the University of California, Berkeley, and a B.S. degree in Chemical and Petroleum Refining Engineering from the



Novinda

Advanced Air Quality Technologies

Colorado School of Mines. He is an accomplished public speaker and has served in numerous board and advisory positions.

About [Novinda](#)

Denver, Colorado-based Novinda Corporation is a leader in developing and commercializing innovative technologies and services that facilitate air quality and environmental compliance. Novinda's environmental services address the array of stack testing, air quality, regulatory and compliance issues confronting plant operators. Its Amended Silicates products deliver a cleaner and cheaper way to remove mercury, minimizing the economic and environmental impact on power generation companies and their customers. The Amended Silicates platform products have received multiple awards for innovation and environmental impact, including the 2014 R&D 100 Award. For more information, visit www.novinda.com.

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