

For Immediate Release

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Mark Pettibone Joins Novinda Holdings as VP Commercial Development

DENVER, CO (December 19, 2016): Novinda Holdings today announced that Mark Pettibone has joined the company as Vice President, Commercial Development. Pettibone brings more than 30 years of experience in the utility directed coal and air quality sectors, including technologies related to the capture of mercury from coal-fired power plant emissions.

Prior to joining Novinda, Pettibone created and launched the domestic marketing strategy for Atlas Carbon, LLC a then new Wyoming-based producer of activated carbon. Pettibone founded Clearrails, LLC in 2009 as a coal dust mitigation company, focusing on the commercial development of a mechanized, retractable cover system for rail cars transporting coal.

“We are excited to welcome Mark to the Novinda team,” said Novinda President and CEO Michael Rosenberg. “His expertise and experience within the coal-fired power plant community make him an exceptional addition to the professionals here at Novinda.”

Prior to the formation of Clearrails, Pettibone served as Senior Vice President of Sales for Triton Coal Company, managing a 45 million ton portfolio of coal from two producing mines with oversight responsibility for sales, contract administration, market research and transportation functions. He is a former director of the National Coal Transportation Association.

About Novinda Holdings, Inc.

Denver, Colorado-based Novinda Holdings, Inc. 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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