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Novelis Recycling Education Project Receives Top UK Industry Award

WARRINGTON, UK, Oct. 5 /PRNewswire/ -- An innovative consumer education project developed by Novelis Recycling has won a top recycling industry award. "What a Waste," an interactive film and educational programme explaining the aluminium can recycling process, has been judged the UK's best example of investment to facilitate the removal of packaging from the waste stream. The award was presented by Valpak Ltd, the UK's leading not-for-profit provider of compliance and recycling solutions.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070809/NOVELISLOGO>)

The annual Valpak Awards recognise organisations that have implemented the best or most innovative packaging recycling and waste minimisation programmes.

The Novelis project, developed in conjunction with the science discovery centre Catalyst in Widnes, Cheshire, provides insight into the science of recycling and takes visitors on a virtual tour of Novelis' used beverage can recycling plant in Warrington. The plant is Europe's only dedicated facility for aluminium beverage can recycling.

"This award represents important recognition for the work Novelis is doing to educate, inform and engage the general public about aluminium recycling in the UK," said Andy Doran, Novelis Recycling National Manager. "Working with schools and other groups to build an understanding of the strong environmental and economic benefits of aluminium recycling is a key priority as we target continued growth in recycling rates."

In the UK, a system of packaging waste recovery notes (PRN) provides the evidence that used packaging has been recycled. The system in turn generates a revenue stream for accredited material reprocessors to enable further development of the recycling infrastructure. As the UK's leading reprocessor of aluminium packaging, Novelis Recycling invests its PRN revenue into a range of projects, such as the "What a Waste" programme, to support aluminium collection and encourage wider participation in recycling activities.

For more information about Novelis' can recycling activities in the UK, visit www.thinkcans.com.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 12,900 employees and reported revenue of \$9.8 billion in 2006. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout North America, South America, Europe and Asia. Novelis is a subsidiary of Hindalco Industries Limited, Asia's largest integrated producer of aluminum and a leading copper producer. Hindalco is the flagship company of the Aditya Birla Group, a multinational

conglomerate based in Mumbai, India. For more information on Novelis, visit www.novelis.com.

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