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City of Cincinnati Wins 'American Recycler Video Award'

U.S. Conference of Mayors, Novelis and Keep America Beautiful Announce Winner on America Recycles Day

WASHINGTON, Nov. 16 /PRNewswire/ -- The U.S. Conference of Mayors, Novelis Inc. and Keep America Beautiful, Inc. (KAB) announced that Cincinnati, Ohio is the winner of the first *Cans for Cash: American Recycler Video Award*. The city of Cincinnati will receive a grand prize of \$5,000 to enhance local recycling efforts.

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

The *American Recycler Video Award* is a fun, new component of the national *Cans for Cash City Recycling Challenge*, an annual competition that rewards U.S. cities for recycling aluminum beverage cans.

The 2009 contest encouraged cities to create a short, web-based film promoting aluminum can recycling. Local flavor and creativity were encouraged, and entries were instructed to incorporate the 2009 campaign theme: "Recycling starts with I CAN." Entrants were asked to weave messages into their films highlighting the environmental benefits of recycling. Finalists were selected by the sponsors, and general public voting was conducted on the website: cans4cash.com. The winning video will be featured in the 2010 *Cans for Cash* National Recycling Campaign.

The winning video featured Cincinnatians of all ages and walks of life recycling and showing their solidarity by holding placards reading "I Can."

"The United States Conference of Mayors, along with our partners, Novelis, Inc. and Keep America Beautiful, applaud the finalists of the inaugural American Recycler Video Contest," said Tom Cochran, CEO and Executive Director of The United States Conference of Mayors. "These videos showcased the diversity of communities and their unique approaches to recycling and again proved that cities are leading the charge towards a greener tomorrow. Congratulations to the City of Cincinnati on their impressive win and all the cities on their commitment to recycling programs."

Now in its sixth year, the *Cans for Cash* program challenged cities to compete against each other in aluminum cans recycled throughout the month of October. Awards honor cities with the highest per capita aluminum can recycling rates, as well as the most innovative local recycling programs. The winners of the 2009 challenge will be announced in January 2010 at the U.S. Conference of Mayors 78th Winter Meeting in Washington, D.C.

Video finalists and the winning film are viewable online at www.cans4cash.com, along with a complete list of cities that have registered for the 2009 *Cans for Cash* program.

About The U.S. Conference of Mayors

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor. For additional information, visit www.usmayors.org.

About Novelis, Inc.

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 12,300 employees and reported revenue of \$10.2 billion in fiscal year 2009. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics and printing markets throughout North America, South America, Europe and Asia. Novelis is a subsidiary of Hindalco Industries Limited (BSE: HINDALCO), one of Asia's largest integrated producers of aluminum and a leading copper producer. Hindalco is a flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, please visit www.novelis.com.

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of over 1,200 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit www.kab.org.

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