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Novelis to Promote Aluminum Recycling with the Atlanta Falcons, Ovie Mughelli and the Commissioner of Tailgating

ATLANTA, Dec. 8, 2011 /PRNewswire/ -- Atlanta-based Novelis, the world's leading producer of rolled aluminum and the global leader in beverage can recycling, is teaming up with the Atlanta Falcons, Falcons fullback Pro Bowl Ovie Mughelli and the "Commissioner of Tailgating" to promote aluminum beverage can recycling.

(Logo: <https://photos.prnewswire.com/prnh/20100527/CL11716LOGO>)

Falcons fans are invited to a Novelis tailgate party prior to the Dec. 15 game between the Falcons and the Jacksonville Jaguars at the Georgia Dome. The Novelis party will take place at Falcons Landing outside the Dome from 5:00 to 8:00 p.m. Helping to host the event will be Joe Cahn, the self-proclaimed Commissioner of Tailgating, who is crossing the country in his RV as part of the Aluminum Association's Can Crusade to bring the message of aluminum recycling to fans at 17 NFL stadiums.

The Novelis tailgate party will also be attended by popular Falcons fullback Ovie Mughelli, the Falcons cheerleaders, team mascot Freddy the Falcon, and Novelis' own aluminum-themed mascot, Can Man. The Commissioner will also be handing out Can Crusade t-shirts, hats and other promotional items. The party is free and open to the public.

"We are excited to join with the Falcons in bringing our recycling message to hometown football fans right here in Atlanta," said Derek Prichett, vice president of global recycling for Novelis. "Recycling is big business for Novelis and an important part of our sustainability platform. We recycle about 40 billion aluminum cans every year -- that's enough to stretch from the earth to the moon and back more than six times!"

"The Can Crusade is the single most important tour that I have ever been on," said Joe Cahn. "As the Commissioner of Tailgating, I have a responsibility to the fans to make sure that they are hosting both a fun and safe tailgate on game day. The Can Crusade is helping me accomplish this goal. Simply put, aluminum cans are the smarter choice as they are portable, stackable, infinitely recyclable and safer."

Novelis supplies high quality rolled aluminum products for many of the world's top brands, including beverage companies Coca-Cola and Anheuser-Busch, automotive manufacturers BMW, Mercedes, Ford and Audi, and electronics producers LG and Samsung. Novelis' can recycling operations worldwide keep 1.2 billion pounds of aluminum from going into landfills each year. The energy saved by recycling these cans is enough to provide residential lighting to metropolitan Atlanta for more than two years.

In May of this year, Novelis committed to increasing the amount of recycled metal it uses in its rolling operations from 33 percent to 80 percent by 2020, which is projected to remove ten

million metric tons of greenhouse gas emissions annually from the aluminum product value chain. The company's first [Sustainability Report](#) was released earlier this month.

About Novelis

Headquartered in Atlanta, Novelis is the global leader in aluminum rolled products and aluminum can recycling. The Company operates in 11 countries, has nearly 11,000 employees and reported revenue of \$10.6 billion in fiscal year 2011. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics and printing markets around the globe. Novelis is a subsidiary of Hindalco Industries Limited, 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, visit www.novelis.com.

About the Commissioner of Tailgating

Joe Cahn, the self-proclaimed Commissioner of Tailgating, has traveled more than 800,000 miles and attended more than 800 games to promote aluminum can recycling. In addition to his commitment to aluminum, the New Orleans native is known for his signature jambalaya. For more information, visit www.cancrusade.com.

About the Ovie Mughelli Foundation

The Ovie Mughelli Foundation is a 501(c) 3 federal tax-exempt organization that supports the overall development of youth socially, mentally and physically by implementing and assisting quality programs that educate the youth on the environment. OMF wants to empower the youth to take ownership and pride about their lives and the roles that they play in society. For more information, please visit www.OMFGreen.org.

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