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Novelis and PRFection Engineering Launch miniMRF Recycling and Waste Diversion Technology

CLEVELAND, Nov. 12 /PRNewswire/ -- Novelis Corporation announced today the launch of miniMRF LLC, a joint venture with PRFection Engineering. MiniMRF builds and operates innovative technology designed to achieve high rates of solid waste diversion. This technology is positioned downstream to recover materials that have already eluded traditional recycling programs and are otherwise destined for landfills.

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

(Logo: <http://www.newscom.com/cgi-bin/prnh/20081112/CLW097LOGO>)

MiniMRF technology provides landfills and transfer stations with the means to divert up to 15 percent of the municipal solid waste stream, and redirect it back into valuable reuse applications. Currently, the technology targets aluminum cans, steel and a variety of other reusable materials. In its future state, through recovery of PET bottles and additional materials, the technology could achieve diversion rates as high as 40 percent.

"MiniMRF has been operating successfully in central Ohio since August 2008," said John Woehlke, Business Development Manager with Novelis in North America. "We expect strong interest in the technology as people seek new ways to increase recycling and extend landfill life."

Novelis and PRFection Engineering are committed to long-term environmental sustainability. The development of miniMRF is part of both companies' significant efforts to reduce their environmental footprints as well as the footprints of their customers and supply chain partners.

As part of their sustainability efforts, both companies are committed to increasing the aluminum can recycling rate. In the United States, approximately half of aluminum beverage cans, more than 50 billion cans, are discarded and sent to landfills annually. MiniMRF is positioned as one viable solution to this vast opportunity and, within the next decade, could recycle up to 4 billion used beverage cans annually. All of the aluminum recovered by miniMRF will be used in the United States, by Novelis, to make aluminum sheet for the sustainable, closed-loop production of beverage cans.

Globally Novelis recycled nearly 36 billion aluminum cans in 2007. Through sponsorships, Novelis also provides financial support to promote recycling including:

-- Curbside Value Partnership with the Aluminum Can Council -- a national partnership between the aluminum industry and material recovery facility operators, local officials and organizations interested in recycling.

-- Cans For Cash: City Recycling Challenge with the US Conference of Mayors and Keep America Beautiful that financially rewards cities for promoting and sustaining recycling programs.

-- Cans for Habitat program, with the Aluminum Association -- an ongoing set of programs to reinforce and encourage charitable can collection to build Habitat for Humanity houses.

For information regarding miniMRF, please visit <http://www.miniMRF.com>.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, employs approximately 12,700 people and reported revenue of \$11.2 billion in fiscal year 2008. 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.

About PRFection Engineering

PRFection Engineering is a solid waste management and materials recovery company with a commitment to foster increased levels of recycling and waste diversion. The company has developed new techniques for enhanced material recovery. The company designs and operates Material Recovery Facilities and Transfer Stations.

Statements made in this news release which describe Novelis' intentions, expectations or predictions may be forward-looking statements within the meaning of securities laws. Examples of forward-looking statements in this news release include, among other matters, the expected achievement of a 40 percent diversion rate and the expected strong interest in the technology. Novelis cautions that, by their nature, forward-looking statements involve risk and uncertainty. We do not intend, and we disclaim any obligation, to update any forward-looking statements, whether as a result of new information, future events or otherwise. Important risk factors which could impact these forward looking statements are included under the caption "Risk Factors" in our Annual Report on Form 10-K/A for the year ended March 31, 2008 filed with the SEC, and are specifically incorporated by reference into this news release.

SOURCE Novelis Corporation