

October 15, 2009



## Novelis To Receive 2009 Keep America Beautiful "Vision For America" Award

National Nonprofit Organization Recognizes World's Largest Aluminum Can Recycler for Corporate Social Responsibility, Environmental Efforts

[The following news release was issued today by Keep America Beautiful, Inc.]

STAMFORD, Conn. (Oct. 15, 2009) — Keep America Beautiful, Inc., the nation's largest nonprofit community improvement organization, has chosen Novelis Inc. as its 2009 *Vision for America* Award honoree. Keep America Beautiful recognizes and honors Novelis for the corporation's leadership in environmental issues, employee volunteerism, and for its outstanding efforts to promote recycling in America and worldwide.

The *Vision for America* Award is presented annually to distinguished leaders of honored corporations whose personal and corporate commitment have significantly enhanced civic, environmental and social stewardship throughout the United States. Novelis President and COO Philip Martens will accept the 24th annual *Vision for America* Award on behalf of the company and its employees on October 21 at a dinner at Atlanta's Fernbank Museum of Natural History.

"Through its global recycling programs, Novelis has demonstrated its commitment to increasing access to recycling, and advancing the public's awareness of recycling of aluminum and of all materials," said Keep America Beautiful President and CEO Matthew M. McKenna. "With substantial savings of energy, carbon emissions, and natural resources, recycling is the best way for all individuals to play a role in improving the environment. We're proud to honor Novelis for its important contributions to corporate social responsibility."

"Novelis and Keep America Beautiful share the mission of engaging individuals to protect the environment and beautify their neighborhoods through recycling. We appreciate their recognition of our work," said Martens.

Another factor in KAB's selection of Novelis was the company's commitment to volunteerism. To encourage and assist employees to volunteer their time in support of community organizations as individuals and through team-based projects, Novelis identifies and organizes volunteer opportunities within each of its communities.

Beyond recycling and volunteerism, Novelis is committed to reducing its energy consumption and greenhouse gas emissions. Beginning in 2005, Novelis established a set of environmental sustainability objectives focused on three annual measures:

- Reduce landfill waste generation by 6 percent per year
- Improve energy efficiency by 2 percent per year
- Reduce greenhouse gas emissions by 2 percent per year

As part of these commitments, which extend through 2012, every Novelis facility is mandated to develop an energy-saving initiative each year.

Since 2006, Novelis has supported federal greenhouse gas reduction and energy efficiency initiatives as a Climate Leaders Partner with the U.S. EPA. Through this industry-government partnership, Novelis further developed an emissions inventory monitoring plan to measure and validate its progress against its stated goals. A dozen Novelis facilities in the U.S. and Canada participate in this program, four of which have recycling operations.

Through its R&D and Continuous Improvement teams, Novelis works with its customers to find ways to reduce the amount of aluminum that goes into its products, maximize recycling and increase recycled content. For example, improvements in the manufacturing process allow for “downgauging,” or using a thinner sheet of aluminum. The amount of aluminum required to produce a beverage can shrank almost 30 percent from 1980 to 2000 while maintaining the necessary level of durability.

Keep America Beautiful salutes Novelis for taking its role as a significant corporate citizen seriously through its ongoing commitment to the environment and communities.

**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 nearly 1,000 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. To learn more about Keep America Beautiful and its *Vision for America* Award, please go to [www.kab.org](http://www.kab.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 <http://www.novelis.com/>.