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Novelis Introduces Sustainable Aluminum Solutions For Architects, Engineers And Industrial Designers

CLEVELAND, December 14, 2009 — Novelis, the global leader in aluminum rolled products and aluminum can recycling, has introduced a new aluminum sheet product with a minimum of 70 percent post-consumer recycled content to meet the environmental sustainability requirements of architects, engineers and industrial designers. The new Novelis recycled aluminum products for green solutions are being offered by the Specialty Products Group of Novelis in North America.

Novelis recycled aluminum products are designed to offer sustainable solutions that deliver all the features of standard alloys for various consumer and industrial end-use applications such as appliances, electronics, and building and construction. Novelis recycled aluminum products meet the ISO 14021 standard for post-consumer recycled content. Within the building and construction industry, these products meet the criteria for sustainable materials according to the U.S. Green Building Council (USGBC) LEED green building certification system.

"As a leader in aluminum recycling, Novelis is expanding its high recycled content offering to support its commitment to sustainability," said Derek Prichett, Vice President and General Manager, Specialty Products, for Novelis North America. "By introducing these new products, Novelis is providing architects, engineers and industrial designers with sustainable material solutions to meet their diverse end use designs."

Novelis recycled aluminum products include 3105R alloy for painted applications and Z833R alloy for anodized quality applications. Novelis 3105R recycled aluminum meets the Aluminum Association composition specification (AA3105) and has a minimum of 80% post-consumer scrap content. Novelis Z833R recycled aluminum for anodized quality meets industry standards for anodizable surface (AA 5005). Novelis Z833R has a minimum of 70% post-consumer scrap content, while traditional anodized quality aluminum has virtually no recycled content. The company designates their recycled content aluminum with an "R" next to the standard alloy and provides certification to support the high post-consumer recycled content of the products.

Aluminum is 100% recyclable. No other material offers the formability, versatility and environmental benefits of aluminum. Infinitely recyclable, it is the material of choice for balancing the demands of a growing economy with the need to preserve the environment. Producing aluminum from recycled materials has significantly lower energy consumption and reduced emissions of greenhouse gases compared to production of primary aluminum. In addition, recycling aluminum helps conserve natural resources, such as bauxite and water.

For more information on Novelis recycled aluminum products, please visit the Novelis

Specialty Products Group website at www.ipg.novelis.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 12,300 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.

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Media Contacts:

North America:

Pat Persico

440-423-6522

pat.persico@novelis.com

Corporate:

Charles Belbin

404-814-4260

charles.belbin@novelis.com