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## **Novelis Introduces New Multi-Alloy Aluminum For Appliances**

Novelis Fusion(TM) Development Combines Strength and Special Surface Finish

CLEVELAND, Mar. 9, 2009 — Novelis introduces a new multi-alloy aluminum sheet specifically engineered for commercial and household appliance applications. Novelis Fusion<sup>TM</sup> PA221 coated aluminum has been designed to offer a combination of superior surface finish and high-strength. This is the first appliance application of this innovative, multi-layered product, which Novelis has dubbed "The new aluminum<sup>TM</sup>."

Novelis Fusion is the company's proprietary technology for producing multi-alloy aluminum sheet products. Novelis Fusion PA221 coated aluminum is specifically engineered for applications requiring the benefits of light weight, combined with corrosion resistance, dent resistance and weight reduction, which can result in cost savings. The added benefit for appliance makers is a wide range of brushed or painted surface finishes far beyond the traditional metallic appearances.

"Novelis Fusion has been adopted by a major commercial appliance manufacturer," said Buddy Stemple, Vice President and General Manager, Novelis Specialty Products. "We are creating real value for appliance makers by offering them a variety of surface finishes, dent and corrosion resistance performance along with a cost savings opportunity."

Novelis Fusion PA221 coated aluminum is offered in short and long-line brushed or micro-matte finishes with a protective, high-quality, clear or tinted coating that prevents fingerprints, staining and scratches.

For more information on Novelis Fusion, please visit [www.the-new-aluminum.com](http://www.the-new-aluminum.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 12,500 people and reported annual revenues of \$11.2 billion in its 2008 fiscal year. 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, one of Asia's largest integrated producers 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](http://www.novelis.com).