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Novelis Joins EPA Climate Leaders Program

ATLANTA, Aug. 9 /PRNewswire-FirstCall/ -- As a part of its continued commitment to sustainable practices, Novelis Inc. (NYSE: NVL) (TSX: NVL) announced today that its North American organization is participating in the U.S. Environmental Protection Agency's (EPA's) Climate Leaders program.

"Climate Leaders presents an opportunity for Novelis to continue its voluntary efforts to conserve energy and reduce its greenhouse gas emissions, share best practices and promote cooperation between industry and government," said Kevin Greenawalt, President, Novelis North America.

Launched in 2002, Climate Leaders is an industry-government partnership that works with companies to develop long-term, comprehensive climate change strategies. Partners set a greenhouse gas reduction goal and inventory their emissions to measure progress.

"Novelis' voluntary participation in the Climate Leaders program demonstrates a serious commitment to corporate social responsibility," said Kathleen Hogan, Director of EPA's Climate Protection Partnerships Division. "We look forward to working with Novelis in developing their aggressive greenhouse gas reduction goals."

Novelis believes that global climate change should be managed through involvement of industry, government and consumers throughout the product life cycle. The use of clean technologies coupled with conservation efforts and recycling initiatives are essential elements of a successful climate change program.

Novelis is committed to minimizing its environmental footprint by optimizing raw material usage through process improvements, implementation of energy efficient technologies and promoting recycling and other conservation practices. In addition, Novelis is working to reduce emissions throughout the product life cycle by:

- Creating products that take full advantage of aluminum's weight savings potential. For example, every pound of aluminum used in place of steel in an automobile can save up to 20 pounds of greenhouse gases from being emitted over the average lifetime of the vehicle.
- Working with our customers and suppliers to drive energy efficiency improvements and increase recycling rates for aluminum products. Recycling aluminum saves 95% of the energy required to produce primary aluminum, which means that up to 95% of related greenhouse gas emissions are avoided.

"Achieving leading environmental, health and safety performance is a guiding principle for Novelis," stated Greenawalt. "We are dedicated to working with our supplier and customer partners on innovative environmental solutions to improve the efficiency of our products and their impact on the environment."

For more information about Climate Leaders, visit www.epa.gov/climateleaders.

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries and has approximately 13,000 employees. Novelis offers the unrivaled capability to provide its customers with a regional supply of technologically sophisticated rolled aluminum products throughout Asia, Europe, North America and South America. Through its advanced production capabilities, the company supplies aluminum sheet and foil to the automotive and transportation, beverage and food packaging, construction and industrial, and printing markets. For more information, visit www.novelis.com.

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CONTACT: Pat Persico of Novelis Inc., +1-440-423-6522, or pat.persico@novelis.com