

The U.S. Conference Of Mayors, Novelis And Keep America Beautiful, Inc. Launch Cans For Cash Recycling Challenge

Building a Sustainable Environment for Your Community

WASHINGTON, April 26 /PRNewswire-FirstCall/ -- The U.S. Conference of Mayors, Novelis Inc., (NYSE, TSX: NVL) the global leader in aluminum rolled products and can recycling, and Keep America Beautiful, Inc. (KAB) are sponsoring the fourth annual "Cans for Cash - City Recycling Challenge," a national contest that rewards cities for recycling used aluminum beverage cans.

"Building a sustainable environment for your community" is the theme of this year's Cans for Cash - City Recycling Challenge campaign. The 2007 campaign promotes how local action to recycle will help reduce global greenhouse gas emissions. Aluminum produced from recycled cans uses only five percent of the energy required to produce it from raw materials, which also means that up to 95 percent of the related greenhouse gas emissions are avoided.

"The City Recycling Challenge is an excellent example of the type of sustainable initiatives we are encouraging through the U.S. Conference of Mayors' 10-Point Plan," explained Douglas H. Palmer, Mayor of Trenton, New Jersey, and President of the U.S. Conference of Mayors. "As outlined in the 10-Point Plan, cities are encouraged to implement programs to improve energy efficiency and reduce community carbon emissions. The goals of the Recycling Challenge complement this effort and demonstrate how the simple act of recycling an aluminum can positively impacts our environment."

This year's City Recycling Challenge will last four weeks, starting on October 1 and ending on October 30, 2007, with twelve (12) \$5,000 grants awarded to municipalities and four (4) \$2,500 awards granted to KAB affiliates.

"Novelis is proud to be an original sponsor of the Cans for Cash - City Recycling Challenge. Now in its fourth year, the program continues to help promote the environmental and economic benefits of aluminum can recycling," said Kevin Greenawalt, President, Novelis North America. "The success of the program is really seen in previous winning cities. They have used their awards to bolster and expand their recycling programs successfully."

Recyclable aluminum cans have the highest value in the bin. Although aluminum can recycling rates continue to increase, generating over \$1 billion in value annually, the Aluminum Association reports that nearly 50% of all aluminum beverage cans produced are thrown away annually.

"We can do much better," said G. Raymond Empson, President of Keep America Beautiful. "Recycling more cans means a reduction in landfill waste and associated costs, as well as a cleaner environment. Through local KAB partnerships, participants in the Challenge can develop innovative and sustainable solutions to improve their local community environments."

Registration for the City Recycling Challenge is from May 1 to September 28, 2007. There is no entry fee. Entrants will compete against like-sized cities in four "Divisions" determined by population. Each city will have three opportunities to win within its division. Winners will be awarded for the most cans collected, the most innovative ideas to promote the recycling of aluminum beverage cans, and for partnering with a local KAB affiliate to encourage innovative and sustainable recycling initiatives.

For registration information, please visit www.usmayors.org/mwma or contact Susan Jarvis, the U.S. Conference of Mayors at 202-861-6760. Program sponsors will provide participating cities (including Mayors and waste management and recycling coordinators) with promotional ideas to encourage participation from neighborhood associations, schools, charitable organizations, and other community groups. Winners will be announced at the 2008 U.S. Conference of Mayors Winter Meeting.

The U.S. Conference of Mayors

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor. For additional information, visit www.usmayors.org.

Novelis Inc.

Novelis is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 12,900 employees, and reported \$9.8 billion in 2006 revenue. Novelis has the

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 <http://www.novelis.com>.

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. For additional information, visit www.kab.org.

SOURCE Novelis Inc.

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