

## CLIENT NEWS

SOURCE: Client Press Release

AUGUST 2008

### New CEO to lead Atraverda

**N**ew Ceo to lead Atraverda Aug 2008 Atraverda Limited, an advanced materials company, based in South Wales, United Kingdom has appointed Michael Gilchrist as its chief executive officer to enhance its position as a leading global supplier of bi-polar lead acid battery technology.

Mr Gilchrist has over 30 years experience in managing global organisations in the manufacturing and technology sector including as vice president of product and global strategy at Daramic, president and chief executive officer of Microporous Products and a variety of roles in manufacturing and business group management at PPG Industries. Atraverda is rapidly progressing with its plan to deliver the world's first commercially viable bi-polar lead acid battery, using its patented Ebonexg technology. The company has already secured \$33.4m (£17.6m) from global investors in order to commercialise its bi-polar battery technology and is currently working with eight global battery producers including East Penn in the US and Exide Industries in India. In his new role, Mr Gilchrist will be tasked with accelerating Atraverda's growth, developing further commercial opportunities and delivering

commercialisation of the bi-polar technology. He will be responsible for corporate management, strategic planning and analysis, product development and innovation and building upon its customer base.

Atraverda's technology base is founded on the properties of its versatile proprietary Ebonexg technology, a titanium sub-oxide material which has a unique combination of metallic-like conductivity along with the characteristic high-corrosion resistance of ceramics. Ebonexg bi-polar batteries are an environmentally strong technology with significantly less lead used than conventional batteries and offer improved performance characteristics and reduced carbon footprint. They are set to revolutionise a host of markets including standby power, mobility, military, telecoms, automotive and the emerging hybrid electric vehicles sector. Further applications for Ebonexg technology include water and effluent treatment and the cathodic protection of concrete.

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