

**SCA Funding to Support GreenCore Composites
in Commercialization of its Natural Fibre Products**

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TORONTO and SARNIA, ON - The Sustainable Chemistry Alliance (SCA) has committed financing to GreenCore Composites Inc. that will enable the Toronto-based company to continue the development and commercial launch of its natural fibre products. The funding will also help the company to explore growth opportunities through licensing and partnership arrangements.

"SCA continues to focus on moving innovation to commercialization in green and sustainable technologies and GreenCore fits with this mandate of putting Canada in a leadership position," says Dr. Murray McLaughlin, President of Sustainable Chemistry Alliance in Sarnia. "We're pleased to invest in GreenCore because its innovative products represent the kind of breakthrough technology that can access global markets for Canadian industry.

GreenCore (www.greencoreNFC.com) manufactures NCell™ natural fibre reinforced composites for companies seeking more environmentally friendly and advanced green materials to injection mold or extrude industrial and consumer products. Applications range from automotive parts to rigid containers, sports equipment and furniture.

The cleantech company was formed to commercialize platform technology from the University of Toronto and started production in 2008 in Mississauga, ON. NCell materials, a combination of micro-fibres and thermoplastic polymers, are uniquely strong and meet the need for a lighter-weight product that uses less energy to manufacture and reduces tool-and-die wear. They provide costs savings when compared to glass reinforced polymers and can be molded or extruded on conventional production equipment.

These composites target the replacement or reduction in use of materials such as glass fibres in structural and semi-structural applications to enhance sustainability, and reduce both energy costs and CO² output.

About the Sustainable Chemistry Alliance:

The Sustainable Chemistry Alliance is a not-for-profit organization established in 2008 to promote growth and prosperity by fostering and supporting innovation, development, commercialization and related business activities and projects in the area of green and sustainable chemistry. SCA is supported by the Bioindustrial Innovation Centre, a Centre of Excellence for Commercialization of Research with funding from the Government of Canada. www.suschemalliance.ca

About the Bioindustrial Innovation Centre:

The Bioindustrial Innovation Centre (BIC) is Canada's preeminent accelerator for the commercialization of large scale industrial biotechnology and related sustainable chemistry. BIC aims to spur a more globally competitive industry by integrating renewable bio-based industry into the traditional petrochemical industry, while developing environmentally friendly alternatives to fossil fuels. BIC is funded through a combination of revenues and investments from the private sector and government, including \$15 million from the Government of Canada's Centre of Excellence for Commercialization and Research program. www.BICSarnia.ca

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