



Novinium Appoints Carl Peterson as VP Sales

Seattle, September 1, 2009 – Novinium has named Carl Peterson as Vice President, Sales for the North American market. He formerly served as Regional Manager, Western United States. “Carl has a proven track record as a customer advocate,” commented Glen Bertini, Novinium’s CEO. “It is no easy task to shepherd the sales team for the fastest growing rehabilitation supplier in the world, but Carl has been doing this in the Western U.S., and has proven that he can scale his success over a much broader geography.”

Mr. Peterson has over 30 years experience in sales, sales management, and business development in technology industries. He is a 17 year veteran of Motorola Communications and Electronics, Inc. with significant leadership roles in State and Local Government, National Key Accounts, and Commercial Markets sales divisions.

He was the founder and President of a Pacific Northwest wireless messaging company, a Regional Vice President of a Kirkland, WA based Microsoft Gold Partner, and held Senior Business Development and CEO positions with 3 venture backed startups based in Seattle, WA.

Carl has a BA in Business Economics from the University of California, Riverside.

About Novinium

Novinium was founded in 2003 in the Seattle area and provides cable rejuvenation products and services to electric and telecommunication utilities in the United States and around the world. Our primary products are novel fluids, methods, and tools to inject stranded underground cable. The injection process rejuvenates and extends the reliable life of underground power cable up to 40 years. Novinium’s products address a primary utility industry infrastructure problem at a fraction of the cost of existing methods, save energy, save natural resources, and reduce greenhouse gases by eliminating the need for additional production of wires and plastics for new cables. (www.novinium.com)

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