



February 10, 2010 – Novinium, Inc. has been awarded its fourth patent. U.S. patent number 7,611,748 entitled, “Method for selecting formulation to treat electrical cables” was issued on November 3, 2009.

Glen Bertini, CEO and inventor observed, “Novinium® continues to advance the state-of-the-art in cable rejuvenation technology. The rejuvenation industry pioneered by my colleagues and me has saved over one billion U.S. dollars of capital since the genre of technology was introduced over twenty years ago.”

The latest addition to Novinium patented technology is a method for optimizing the formulation of treatment fluids to suit the unique requirements of the cable and the circuit owner. Prior to the introduction of this patented approach a single fluid was employed for almost all underground residential cable treatment. Even though the temperature of the soil in Philadelphia is about 20°F cooler than the soil in Phoenix, and the temperature has a profound impact on fluid performance, the same fluid was employed in all cases. This one-size-fits-all paradigm has enjoyed reasonably good post-injection reliability, but this new technology tailors the formulation to a variety of variables including temperature, and hence provides the best possible post-injection reliability. The Novinium technology is delivered at a fraction of the cost of cable replacement.

Novinium was founded in 2003 in the Seattle area and provides cable rejuvenation products and services to circuit owners and their service suppliers in the United States and around the world. Our primary products are novel fluids, methods, and tools to inject underground cable. The injection process rejuvenates and extends the reliable life of underground power cable up to 40 years. Novinium’s products address circuit owners’ infrastructure problems 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 aluminum and polymers for new cables.

For more information visit www.novinium.com or contact Novinium at info@novinium.com or 206.529.4828.