

novinium

cable life extension

September 19, 2006 – Novinium, Inc. is pleased to announce it captured the \$100,000 top prize at the first annual ZINO Zillionaire Investment Forum. This prize was determined by a vote of 20 Angel investors attending the Forum. Novinium was also selected by audience members as the best investment opportunity. The 2006 event brought together over 250 investors, entrepreneurs and sponsors at the Fairmont Olympic Hotel in Seattle, Washington. The ZINO Zillionaire Forum attracted some of the hottest new companies in the Washington, Oregon, and Idaho region.

A Screening and Coaching Committee consisting of 33 volunteers from the business community selected 28 companies from 50 different applicants. In the opening round all 28 company executives made a 5 minute presentation describing their company. Four finalists were then chosen by a group of select investors to make 10 minute presentations. There was a short Q & A session following each presentation in each round.

In the first round Glen Bertini, Novinium’s CEO, highlighted Novinium’s revolutionary new products, seasoned management team, large market opportunity, and the current offering of \$2.5 million in preferred stock. In the final round Mr. Bertini expanded on the company strengths mentioned in the first round and included information on the materials, processes and pending patent applications. The final round consisted of three retail companies, two from Seattle and one from Portland, along with Novinium.

At the awards ceremony Mr. Bertini accepted a trophy on behalf of Novinium for the best investment opportunity from Cathi Hatch, the CEO of the Zino Society. This was followed by the presentation to Mr. Bertini of the \$100,000 top prize. The Company received favorable comments from many of the attendees.



Novinium is an early stage company based in the Seattle area, which provides cable rejuvenation services and products to electric and telecommunication utilities in the United States and around the world. The primary products are novel fluids, methods, and tools to inject stranded underground cable. The injection process rejuvenates and extends the reliable life of cable up to 40 years. These products address a primary utility industry infrastructure problem at a fraction of the cost of existing methods.

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