



## NOVOMER TO EXHIBIT FUTURE POLYMER TECHNOLOGY AT WIRED NEXTFEST IN LA

### *Green Polymers*

**SAN FRANCISCO, September 4, 2007** --- WIRED Magazine today announced that Novomer will be exhibiting at WIRED NextFest™, a unique world's-fair-style event to be held at the Los Angeles Convention Center, September 13–16, 2007. The four-day festival will feature more than 160 exciting interactive exhibits of the innovative products and technologies that are transforming our world. Over the past three years, more than 100,000 visitors have visited WIRED NextFest in San Francisco (2004), Chicago (2005) and New York (2006).

Novomer will provide a glimpse into the future of green technology by displaying high-performance polymers made with up to 43% CO<sub>2</sub>. Novomer's innovative CO<sub>2</sub> based polymers can be used for a variety of applications including injection molded parts, building materials, coatings and adhesives. Please visit us at the Future of Green pavilion at WIRED NextFest.

To learn more and to purchase tickets for WIRED NextFest: <http://www.wirednextfest.com>.

If you are a member of the press, you can register for a press pass at:  
<http://www.wirednextfest.com/inform/press.php>.

### **About NOVOMER**

Novomer develops complex materials from simple renewable building blocks. Founded in 2004 the company is based on pioneering catalyst research from Geoffrey Coates' research group at Cornell. Novomer's ground breaking technology allows carbon dioxide and other renewable materials to be cost-effectively transformed into polymers and plastics for use on a world-wide scale. Novomer technology has been highlighted in Forbes Magazine, the New York Times, Chemical and Engineering News and other publications. The company is based in Ithaca, New York USA.

### **About WIRED**

For nearly 15 years, WIRED Magazine has been the first word on how technology is changing the world around us. Each month, the magazine delivers a glimpse into the future of business, science, entertainment, education, culture and politics. Under the leadership of Editor-in-Chief Chris Anderson, WIRED has been nominated for an unprecedented six consecutive National Magazine Awards for General Excellence, winning the industry's prestigious top prize in 2007 and 2005. WIRED magazine and Wired.com reach nearly 6 million readers per month.

### **Media Contacts:**

Novomer  
Direct: (607)330-2321  
Email: [kam@novomer.com](mailto:kam@novomer.com)

Alexandra Constantinople  
WIRED Media  
Direct: +1 415 276 4962  
Email: [Alexandra\\_Constantinople@wired.com](mailto:Alexandra_Constantinople@wired.com)