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Innova Materials Selected by AlwaysOn as a GoingGreen Top 50 Winner
Recognized for creating new opportunities in green technology.

PHILADELPHIA, PA March 3, 2010 – Innova Materials, an advanced materials company spun out of the University of Pennsylvania and the creator of the Innlay™ platform technology, today announced that it has been chosen by AlwaysOn as one of the GoingGreen East Top 50 winners. Inclusion in the GoingGreen East 50 signifies Innova Materials’ leadership among its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. Innova Materials was selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Innova Materials and the GoingGreen East Top 50 companies will be honored at AlwaysOn’s GoingGreen East event on March 8th, 2010, at the Four Seasons Hotel in Boston, MA.

“The GoingGreen East Top 50 winners have excelled in key strategic areas in the global clean energy technology markets,” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate them for their success in introducing new tools, services, and systems that are driving the next phase of greentech innovation and transforming the biggest industries on earth.”

“We are honored to receive this prestigious award alongside such fine peer companies and to be recognized for the value we have been creating at Innova Materials centered around the Innlay materials modification technology,” remarked Alex Mittal, CEO of Innova Materials. “We thank our clients, partners, and investors for their support, and the AlwaysOn editorial team and the extended judging committee for their recognition of the disruptive nature of our Innlay technology and the impact it is making on the market.”

The GoingGreen East 50 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2010 list.

A full list of all the GoingGreen East Top 50 winners can be found on the AlwaysOn website at:

<http://alwayson.goingon.com/permalink/post/34471>.

For more information about Innova Materials, go to:

<http://www.innovamaterials.com>.

About Innova Materials

Innova Materials enables its clients to efficiently impart materials with new, high performance properties through the company's game-changing Innlay™ advanced materials technology. Spun out the University of Pennsylvania, today Innova Materials works with Fortune 500 companies, SMEs, government agencies, and non-profit organizations to enable new properties and devices. Its IonArmour® division uses Innlay to inactivate and kill bacteria, fungus, and viruses. Innova Materials' activities also include commercializing Innlay technology in the clean energy, energy storage, energy efficiency, display/lighting/electronics, and other markets. Innova Materials has been featured in the media for its work including in *BusinessWeek*, *Forbes*, and *The Philadelphia Inquirer*, and has received numerous awards including the "Company to Watch" Enterprise Award from the Eastern Technology Council and PricewaterhouseCoopers. Innova Materials' primary operations are based at the University City Science Center, located at the heart of the Philadelphia technology corridor.

About AlwaysOn

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network. In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn's preeminent executive event series includes the Summit at Stanford, OnMedia, OnHollywood, OnDC, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen, GoingGreen East, and GoingGreen Europe. The AlwaysOn network and live event series continue to lead the industry by empowering its readers, event participants, sponsors, and advertisers like no other media brand.

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