NOVACENTRIX

NEWS RELEASE

Inexpensive Copper Ink:
NovaCentrix Launches New Conductive Ink Product Line

Austin, TX March 30, 2009 – NovaCentrix announced today the launch of a significant new offering in the Metalon™ family of high-performance conductive inks: the ICI copper-based ink platform. The first example of this new line is ICI-001, formulated specifically for inkjet application and available for immediate shipment. Bulk conductivities of 3x copper or better and open-air processing enable ICI ink users to options achieve printed electronics performance targets at lower product costs.

"The big news here is the exceptional performance and the exceptionally low cost. To be able to offer this combination is unheard of and really improves the ink and technology options available for printed electronics designers," said NovaCentrix CEO and President Charles Munson. "NovaCentrix has been making copper inks and curing copper inks with our patented technologies for over four years. This new ICI copper-based ink platform is a significant new formulation and a significant step forward for the printed electronics industry."

Pricing for ICI-001 in sample quantities of 50 ml is $100 and in volume quantities pricing can be as low as $75 per kilogram.

Consistent with the mission of NovaCentrix to remove barriers to the wider adoption of printed electronics, ICI-001 copper-based inkjet ink can be specified for delivery pre-loaded into cartridges for plug-and-print use with readily available Epson inkjet printers. Screen print and flexographic formulations will also soon be available.

The enabling technology for ICI copper-based inks is NovaCentrix' line of PulseForge™ processing tools. After the inks have been printed, the PulseForge tools process those inks to full conductivity in milliseconds, including metallic and non-metallic inks and thin films, and can be fully integrated with new or existing roll-to-roll and conveyor production lines at speeds as high as 300 meters per minute. The systems meet or exceed oven performance in a fraction of the time and enable the use of challenging low temperature substrates including PET and paper.

About NovaCentrix. NovaCentrix, based in Austin, Texas, is a leader in emerging printed electronics manufacturing technologies. Their PulseForge process development and manufacturing tools sinter functional inks in milliseconds on low temperature, flexible substrates such as paper and plastics. PulseForge tools process a wide array of metal-based conductive inks, as well as non-metallic and semiconductor inks. NovaCentrix also offers Metalon metallic inks, optimally suited for maximum performance with PulseForge tools. For more information, visit **www.novacentrix.com**.

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