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BRECHT SET TO LEAD THE CHARGE AT ATRAVERDA

Atraverda Limited, supplier of advanced bi-polar battery technology, based in South Wales, United Kingdom, has appointed William Brecht as Vice President of Business Development. Bill, who has over 30 years of battery industry experience, has been tasked with coordinating the best approach for driving forward the adoption of Atraverda's technology across a number of markets.

Atraverda, which is predicted to take the battery market by storm, has developed a ground breaking product based on Ebonex® technology – the first commercially viable use of bi-polar technology enabling the production of lead-acid batteries which are smaller, lighter and more reliable for global standby power, mobility, military, telecoms and automotive markets.

Bill, from Long Beach, California, holds a Bachelor of Science Degree in Mechanical Engineering from Lafayette College, Easton, Pa., and joins Atraverda following 14 years at Trojan Battery Company, Santa Fe Springs, Ca., the last two of which were spent as Chief Technology Officer. Brecht also spent several years in senior management positions at Exide Technologies, C & D Charter Power Systems and Evanite Fiber Corporation, all based in the United States.

To date, Brecht is the holder of 35 US and foreign battery and energy storage technology patents and has had over 25 papers published in this field. Bill has also been chairman of various technical committees within the battery industry.

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Bill commented: "After more than 30 years experience in the battery industry, I thought I had seen it all, but Atraverda has developed a product which truly excites me. Our groundbreaking bi-polar technology changes the rules of where lead-acid batteries can play. We envisage we can compete in markets which have always been the preserve of nickel metal hydride and even lithium technologies."

“My immediate role over the coming weeks and months will be to identify which of these markets offers the best fit to unleash the extraordinary potential of our Ebonex® technology.”

Andrew Loyns, Chief Executive of Atraverda, commented:

“We are delighted to welcome Bill to Atraverda. The appointment of someone of Bill’s stature to our senior management team reflects our business readiness to enter and transform the international battery marketplace.”

Atraverda will be supported in all marketing activities by Wales, UK based public relations consultancy Merlin Marketing and Public Relations.

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For more information, please contact Emma Murray or Daniel Tyte at Merlin Marketing & PR on 029 2030 4050 or email emma@merlin-digital.co.uk.

Notes to Editors:

Atraverda Limited

Atraverda is making revolutionary energy solutions a reality. Its patented Ebonex® technology, is the first commercially viable bi-polar product to enter the market that makes lead-acid batteries smaller, lighter and more reliable.

The arrival of Ebonex® technology signifies a new era for the battery manufacturing industry and its customers. With the backing of global investors its technology will be manufactured across the world to service a host of markets: standby power, mobility, military, telecoms, automotive including hybrid electric vehicles. Ebonex® bi-polar batteries are an environmentally strong technology with significantly less lead used than conventional batteries.

Backed up by highly experienced senior management and technical teams, Atraverda is an ambitious and fast-growing international company based in Wales, UK, focused on realising the potential of its unique, world-class technology.

Atraverda has been voted one of the top 25 most promising technology companies by the English Technology Tour 2004.

Atraverda has five key partners:

- The Generics Group, Cambridge, UK
- Scottish Equity Partners, Scotland, UK
- Finance Wales, Wales Fund Managers, UK
- Enertech Capital, USA
- Onpoint Technologies, USA