**FOR IMMEDIATE RELEASE**

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**NOBLE ENVIRONMENTAL TECHNOLOGIES**

**SELECTED AS TOP TEN FINALIST IN CRADLE TO CRADLE PRODUCT INNOVATION CHALLENGE**

**SAN DIEGO** -- Noble Environmental Technologies Corporation’s (NET), Universal Construction Panel has been selected as one of ten finalists in the Cradle to Cradle Product Innovation Challenge to highlight the next generation in green building. The company was selected from 144 applicants after a rigorous screening process conducted by Cradle to Cradle certification experts, toxicologists from ToxServices, and building professionals from Make It Right. Three winners will be selected and will share a $250,000 cash prize. The C2C challenge was to create a building product that is safe, healthy, affordable, effective and designed to be returned safely to nature or industry after use.

“We are honored to be a C2C finalist and we are impressed by the ingenuity that is happening worldwide today,” said Robert Noble, NET Founder and CEO. “The ECOR® mission is to repurpose cellulose fibers by turning them into a high value commodity and then recycling that product over and over again. It’s a perfect Cradle to Cradle fit.”

(more)

To win the challenge, products must emulate the criteria of the Cradle to Cradle Certified Product Standard: material health, material reutilization, renewable energy & carbon management, water stewardship, and social fairness.

ECOR® is an environmentally superior, lightweight structural panel product that is design flexible and performance oriented to engineered solutions. It is certified 100 percent biobased by the USDA, and made with 100 percent cellulose fibers including post consumer paper, forest wood and agricultural raw material sources. ECOR contains no toxic additives or adhesives and is the new recycled and reusable enhancement for or alternative to plastic, aluminum, wood, particleboard, plywood and many other materials and panel products.

NET ([www.ECORusa.com](http://www.ECORusa.com)), is a clean manufacturing, technology company founded by sustainable design architect and inventor Robert Noble. The company, in partnership with the USDA Forest Products Laboratory, developed key intellectual property to begin commercialization of ECOR® brand products. ECOR®’s product line includes WavCOR™, FlatCOR™, HoneyCOR™ and other USDA certified 100% bio-based design materials and products for consumer, commercial, industrial, and institutional markets.

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