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MAJOR INNOVATION CENTER TO BE OPENED BY BORD NA MÓNA AT NORTH CAROLINA HEADQUARTERS

22,500 square foot center will officially open in November and showcase the company's full range of wastewater treatment, water reuse, and clean air solutions.

CHICAGO, ILLINOIS, October 19, 2008 – Bord na Móna, the multi-national \$550-million full line provider of products and services in the environmental, energy, fuels, and horticulture markets, today announced plans to open the Bord na Móna Innovation Center at its Greensboro, North Carolina American subsidiary headquarters. Under development for the last two years, the new Innovation Center will open next month on a 22,500 square foot site adjacent to the Greensboro wastewater treatment facility.

According to Shane Keaney, President of Bord na Móna Environmental Products U.S. Inc., the center will showcase the company's full range of technologies to potential clients, allow for third-party verification, and enable increased research, development and optimization of new wastewater, air and water reuse technologies.

"The opening of the Bord na Móna Innovation Center will mark a major milestone in the company's 15-year commitment to the American marketplace," Keaney said today. "It comes at a time when we are bringing a series of new environmentally responsible treatment solutions to market. This center will enable us to demonstrate for customers the superior performance benefits of our entire line of treatment solutions."

Indeed, current technologies like MONASHELL®, PuraM®, PuraMAX®, PuraSAF®, Puraflo®, PuraMc®, and Pura-DN® will be demonstrated, along with new product developments in the areas of tertiary membrane technology and phosphorus/nitrogen reduction. A particular focus will be on developing new technologies that incorporate recycled or natural materials, reduce the use of chemicals, provide water reuse solutions and reduce energy demand.

Furthermore, the new Innovation Center will provide potential customers with the ability to view the company's treatment processes in operation and to get 3rd party performance data showing the specific treatment capabilities of each process. It will also allow existing customers to preview new innovations and improved treatment processes and see them in operation prior to making changes at their plant.

"Perhaps most importantly," Keaney stressed today, "we envision partnering with clients by undertaking product development for a specific need that they may have. The Innovation Center also demonstrates our commitment to continuous process improvements that provide a reduction of energy costs, chemical consumption and, ultimately, of the plants carbon footprint."

The company plans to host an official Innovation Center open house and reception in the Spring of 2009.

Headquartered in Dublin Ireland, Bord na Móna is a multi-national \$550-million full line provider of products and services in the environmental, energy, fuels, and horticulture markets. The company's state-of-the-art, environmentally responsible wastewater, water reuse and air pollution treatment solutions deliver significant environmental benefits for homeowners, communities, and municipalities. The company is dedicated to forging a new contract with nature through the development of innovative solutions focused on water conservation, re-use, material recycling, and energy and chemical reduction. Bord na Móna Environmental Products U.S. Inc. ([HYPERLINK "http://www.bnm-us.com"](http://www.bnm-us.com) www.bnm-us.com) is headquartered in Greensboro, North Carolina.

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