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Greenkote Names Three New Advisory Board Members

Each Brings Experience and Expertise to Advance Greenkote's Mission

CLEVELAND, OH (July 15, 2009) — Greenkote® Plc, a global coating technology company, is pleased to announce the addition of David E. Azagury, Robert G. Hirsch, PhD and Phillip B. Stern to its Advisory Board to assist its market development for cost-effective eco-friendly coatings that meet the highest quality standards of metal, ceramic and rubber manufacturers. The Advisory Board provides Greenkote expertise in leveraging its technology toward expansion in targeted markets for its coating applications.

The proprietary Greenkote® coating provides increased resistance to corrosion and wear protection on a vast array of parts used in the automotive, construction, aerospace and medical industries. Having achieved worldwide market recognition through acceptance by major automotive manufacturers, including Audi, Daimler, Ford and GM, the Greenkote process has also successfully won approval from The British Board of Agreement (BBA) under the Highway Authorities Product Approval Scheme (HAPAS). In addition, it has been qualified by the construction industry in Germany (BAM) and complies with the standards of the American Society for Testing & Materials (ASTM) for the US construction industry. It has been approved by the IDF in Israel, among others.

A number of coating companies are currently evaluating Greenkote technology leading to Greenkote recently selling a license to Eco-Tech USA. Several new agreements and joint-ventures are presently in negotiation.

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As a former President of Polyester Business for DuPont Teijin Films, David E. Azagury has in-depth business management skills and manufacturing experience to position Greenkote as a leader in the coatings industry. He has a solid track record of enhancing shareholder value by leading joint-venture partnerships, integrating product and process technologies and developing innovative business solutions. He has a bachelor's of science in Mechanical Engineering from the University of Aston Birmingham.

Robert G. Hirsch, PhD retired as Global Managing Director for DuPont's Intellectual Assets & Licensing Business in 2004 and is currently an executive consultant in licensing and IP commercialization as well as in R&D and business management. During his 30+ year career, he held a wide variety of managerial positions including leading the development and commercialization of breakthrough technologies for film and resin manufacturing. He has a bachelor's degree in Physics from the University of Scranton, a master's degree in Engineering and Applied Physics from Harvard University and a PhD in Physics from the University of Virginia.

As co-founder and current Chief Executive Officer of yet2.com Inc, one of the world's largest technology exchanges, Phillip B. Stern has provided leadership and management from entrepreneurial start-ups to global organizations and corporate divisions, including Polaroid and McKinsey & Company Inc., giving him a substantial breadth of experience solving issues and developing breakthrough strategies. He has a bachelor's degree in Mathematics from Princeton University and a master's degree in Business Administration from Harvard Business School.

“We are excited to have Mr. Azagury, Dr. Hirsch and Mr. Stern join our Advisory Board,” commented Arie Laor, Greenkote's Chief Executive Officer. “Their expertise will be invaluable to us as we continue to build on our brand identity and obtain strategic partnerships and licenses. In addition, their combined years of experience and expertise will help us to continue to improve our processes to provide our customers with superior quality coating technology and position us for continued growth in future years.”

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Headquartered in Cleveland, Ohio, Greenkote® Plc, a global technology company, offers high quality coatings that provide protection on a vast array of parts used in the automotive, construction, aerospace, and medical industries. Greenkote's patented coating technology improves the properties of a wide range of metals, alloys and sintered powders giving them added qualities such as increased resistance to low and high temperature corrosion, increased wear resistance and better bonding to rubber and plastic. In addition, the Greenkote® coating process is environmentally friendly and designed to ensure all excess materials are recycled or reused in the process. Currently Greenkote has plant locations and licenses in the United States, Mexico, Germany, United Kingdom, and Israel. For more details visit Greenkote online at www.greenkote.com.

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