



news release

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Media Contact:

Thomas J. Basile

TBasile@middlebergcommunications.com

(212) 812-5668

CIBA EXPERT SERVICES, NEXTLIFE ANNOUNCE PARTNERSHIP TO DELIVER FULLY INTEGRATED SUSTAINABILITY PRODUCTS AND SOLUTIONS

Innovative Partnership Leverages Ciba's Global Technical Resources to Provide Leading-Edge Sustainability Services to Companies

Orlando, FL, February 26, 2009 — NextLife, one of the nation's leading providers of innovative environmental sustainability products and solutions, has announced a strategic partnership with Ciba Expert Services, a global leader in independent, knowledge based services in product lifecycle management and sustainability engineering. This new partnership provides NextLife with direct access to Ciba's renowned scientific and engineering resources, including regulatory, testing and EHS services.

"The technical assets that Ciba Expert Services brings to NextLife are helping us set a new standard for service and innovation in the sustainability solutions arena," said NextLife President & COO Lonnie Chenkin. "Working with Ciba, NextLife can provide a total solution to businesses that are looking to make a credible commitment to sustainability while growing their bottom line." The agreement gives NextLife a breadth of services under one roof that are unrivalled in the industry.

Among the range of services to be provided under the agreement, NextLife and Ciba Expert Services will offer brand licensing & certification, Eco-Labeling, and marketing support. They will also offer a proprietary, comprehensive Environmental Impact Report (EIR) to businesses that want to cut costs and run more sustainable operations.

The EIR will be the foundation for NextLife's Super Life Cycle Assessment (SLCA), which examines every stage of a product's lifecycle while analyzing business infrastructure to identify inefficiencies that can decrease profitability and hinder operations. After completion of the EIR, NextLife's Green Team recommends, installs and monitors the latest solutions available to reduce waste, lower emissions, and cut energy costs.

"The NextLife and Ciba Expert Services venture will provide unmatched technical expertise and services to the global sustainability-driven community. Our solutions are

applied throughout the product lifecycle so our clientele range from Fortune 500 companies to mom & pop manufacturers focused on improving their environmental impact and financial positioning,” said Dean Hamel, Ciba Head of EHS Services, North America. “Our sustainability solutions are based on good science, effective metrics and over a century of practical experience in managing a global manufacturing business. Our motto captures the essence of the overall collaboration ...Our Knowledge – Your Advantage®.”

The new Ciba relationship will also add depth to NextLife’s existing product design, development and licensing offerings. NextLife, already known for its unique “closing the loop” process to bring new post-consumer recycled products, will also leverage Ciba’s innovative scientific work with recycled plastics to make post-consumer recycled products more durable, cost effective and marketable. By transforming a company’s plastic waste into quality industrial and consumer products, NextLife is working to create a cultural change that reduces waste by transforming it into a revenue driver for retailers.

“It’s very exciting. Ciba and NextLife together as a team provide a wider range of sustainability solutions and strategies for our clients than any other consultancy today,” continued Chenkin. “We look forward to working with Ciba’s experts to drive real sustainable change and value for our clients.”

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About NextLife

Located in Boca Raton, Fla., NextLife is a progressive brand that provides environmentally sustainable products and services to companies of all sizes. NextLife’s mission is to provide solutions that set new standards for businesses and consumers that want to minimize their impact on our planet. NextLife’s solutions and products are the highest representation of sustainable technology today through its unique collection of engineers, designers, scientists and production experts. For more information, visit www.nextlife.com, write info@nextlife.com or call (866) 214-0501.

About CIBA

Headquartered in Basel, Switzerland, Ciba is a leading global company dedicated to producing high-value effects for its customers’ products. The company creates effects that improve the quality of life – adding performance, protection, color and strength to plastics, paper, automobiles, buildings, home and personal care products and much more. The company’s market focus is plastic additives, coating effects and water & paper treatment. Ciba brings new and creative thought to the processes and products of its customers in more than 120 countries. For more information, visit www.ciba.com, write media@ciba.com or call (914) 785-2049.