



**Contact:**

Debra Hadden  
Ostara Nutrient Recovery Technologies Inc.  
(604) 240-3196

**Ostara Selected by AlwaysOn as a Going Green Silicon Valley Global 200 Winner  
Recognized for creating innovations in green technology**

**VANCOUVER, CANADA – November 27, 2012** - Ostara Nutrient Recovery Technologies Inc. announced today that it has been chosen by AlwaysOn as one of the GoingGreen Silicon Valley Global 200 winners. Inclusion in the GoingGreen Silicon Valley Global 200 signifies leadership and game-changing approaches, and technologies that are likely to disrupt existing and entrenched players in green technology. Ostara was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Ostara and the GoingGreen Silicon Valley Global 200 companies will be honored at AlwaysOn's seventh annual GoingGreen Silicon Valley event, tonight and November 28<sup>th</sup>, 2012, at the Golden Gate Club in San Francisco, CA.

"This year's GoingGreen Global 200 displays a maturity in the green technology industry that makes it very attractive to both investors and innovators. Greentech research is maturing rapidly, and as it couples with technology innovators and investors, companies are emerging that have the ability to change the way we live our lives for the better and bring huge returns to their founders and funders," says Tony Perkins, founder and editor of AlwaysOn. "This year's GoingGreen Global 200 winners are pushing the bounds of how technology can bring about change in the war on our planet's waning resources. The strength of these companies lies in their ability to nurture innovative ideas and see them through to successful, sustainable, and profitable businesses."

"We are pleased to again be recognized as a GoingGreen Global winner" said Ostara co-founder and CEO, Phillip Abrary. "The commercial development and widespread application of our technology will make significant contributions towards securing clean water and preserving valuable nutrients essential to agriculture – two urgent issues facing the world as global population grows and the demands on food and water resources increase."

The GoingGreen Global 200 winners were selected from among thousands of domestic and international technology companies nominated by investors, bankers, journalists, and green technology industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2012 list.

A full list of all the AlwaysOn GoingGreen Silicon Valley 200 winners can be found on the AlwaysOn website at: <http://www.aonetwork.com/AOStory/Announcing-2012-GoingGreen-Global-200-Top-Private-Companies>

- 30 -

**About Ostara Nutrient Recovery Technologies Inc.:** Ostara designs, builds and markets a proprietary nutrient recovery technology that transforms phosphorus and nitrogen recovered from municipal and industrial water treatment facilities into a high-value, eco-friendly fertilizer, sold and marketed by Ostara as Crystal Green®. Ostara's nutrient recovery technology was invented at the University of British Columbia and commercialized in 2005, when the company was founded. The company has five operating nutrient recovery facilities, with three more in development, as well as a demonstration facility to treat industrial process water. Major investors include VantagePoint Capital Partners in the US, and Frog Capital in the UK. Ostara is the recipient of numerous awards including being named a 2011 Technology Pioneer by the World Economic Forum, and being placed on the Global Cleantech 100 for the past four years. Ostara is headquartered in Vancouver, Canada. For more information: visit [www.ostara.com](http://www.ostara.com).

#### **About AlwaysOn**

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network. In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn's preeminent executive event series includes the Silicon Valley Innovation Summit, OnMedia, OnHollywood, IMPACT Venture Summit Mid-Atlantic, Venture Summit East, OnDemand, Venture Summit Silicon Valley, OnMobile, and GoingGreen Silicon Valley. The AlwaysOn network and live event series continue to lead the industry by empowering its readers, event participants, sponsors, and advertisers like no other media brand.