



## **Ostara Selected by AlwaysOn as a GoingGreen Silicon Valley 100 Winner**

### ***AlwaysOn Recognizes Company for Creating New Opportunities in Green Technology***

**Vancouver, BC – October 12, 2010** – Ostara Nutrient Recovery Technologies Inc., a global leader in nutrient recovery solutions, announced today that it has been recognized by AlwaysOn as one of the GoingGreen Silicon Valley Top 100 winners.

The GoingGreen Silicon Valley 100 winners were selected from among thousands of domestic and international greentech technology companies nominated by investors, bankers, journalists, and greentech industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2010 list. 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. Inclusion in the GoingGreen Silicon Valley 100 signifies leadership amongst Ostara's peers and recognizes game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players.

Ostara's Pearl® Nutrient Recovery technology recovers nutrients such as phosphorus and ammonia from wastewater streams and transforms them into a high-value, environmentally-friendly commercial fertilizer called Crystal Green®. Ostara is uniquely positioned to address the burgeoning resource recovery market, which Lux Research expects to grow from \$25 billion to \$45 billion within the next 10 years.

"The GoingGreen Silicon Valley Top 100 winners have thrived during trying economic conditions through innovation and creativity," said Weston McBride, greentech editor at AlwaysOn. "It is by their example that the next generation of clean technologies will transform the global economy with more robust systems primed for sustained growth."

Ostara and the GoingGreen Silicon Valley 100 companies will be honored at AlwaysOn's fourth annual GoingGreen Silicon Valley on October 12<sup>th</sup>, 2010, at the Presidio's Golden Gate Club in San Francisco, CA. This two-and-a-half-day executive event features CEO presentations and high-level debates on the most promising emerging green technologies and new entrepreneurial opportunities.

"This important award is another exciting milestone in a year of significant achievements and global recognition of our Pearl nutrient recovery technology," said Phillip Abrary, Ostara's president and CEO. "We have established substantial momentum in 2010, as evidenced by the opening of new fully-operational commercial facilities in Virginia and Pennsylvania, contracts to build additional fully-operational facilities in the United Kingdom and Wisconsin, dozens of ongoing pilot programs around the world, and established partnerships with blenders, distributors and retailers that are establishing Crystal Green as a preferred premium sustainable fertilizer product in the turf and nursery markets."

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The AlwaysOn GoingGreen 100 winners can be found at <http://www.aonetwork.com/AOStory/Announcing-2010-GoingGreen-Silicon-Valley-100>.

### **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 Summit at Stanford, OnMedia, OnHollywood, Venture Summit Mid-Atlantic, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen Silicon Valley, and GoingGreen East. 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.

### **About Ostara Nutrient Recovery Technologies Inc.**

Ostara Nutrient Recovery Technologies Inc. designs, builds and sells a new generation of water treatment systems – a nutrient recovery solution that creates value from waste by removing nutrients from wastewater and transforming them into revenue-generating, environmentally-friendly commercial fertilizer, called Crystal Green®. Ostara is backed by VantagePoint Venture Partners in the U.S. and Frog Capital in the UK. Ostara was named a 2011 Technology Pioneer by the World Economic Forum, one of the Top 100 Global CleanTech Companies by The Guardian and a GoingGreen Silicon Valley 100 winner. For more information: visit [www.ostara.com](http://www.ostara.com) and [www.crystalgreen.com](http://www.crystalgreen.com).

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