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## Novelis Corp. Selects pVelocity Software

Novelis Corp. to implement Manufacturing Profit Intelligence™

**Toronto, Canada – March 31, 2008** – pVelocity Inc., a leading developer of Manufacturing Profit Intelligence software, today announced that Novelis Corp. has signed a license agreement for the pVelocity suite of profit management products. Terms were not disclosed. pVelocity Inc. will rapidly deploy its integrated software packages pV Explorer and Financial Analyzer, plus corresponding professional services to interface to existing MES & ERP systems within Novelis.

### About Novelis Corp.

Novelis is the world leader in aluminum rolling, producing an estimated 19 percent of the world's flat-rolled aluminum products. We are the No. 1 rolled products producer in Europe, South America and Asia, and the No. 2 producer in North America.

With industry-leading assets and technology, we produce the highest-quality aluminum sheet and foil products for customers in high-value markets including automotive, transportation, packaging, construction and printing. Our customers include major brands such as Agfa-Gevaert, Alcan, Anheuser-Busch, Ball, Coca-Cola, Crown Cork & Seal, Daching Holdings, Ford, General Motors, Lotte Aluminum, Kodak, Pactiv, Rexam, Ryerson Tull, Tetra Pak, ThyssenKrupp and others.

Novelis is also the world leader in the recycling of used aluminum beverage cans. Annually, we recycle more than 38 billion used beverage cans -- enough to circle the earth more than 100 times. Novelis is globally positioned, operating in 11 countries with approximately 12,900 employees. In 2006, the company reported net sales of \$9.8 billion.

Please visit <http://www.novelis.com>

### About pVelocity

pVelocity's Manufacturing Profit Intelligence™ software provides manufacturers with essential intelligence about their products, customers and processes to enable better business decisions that improve profit. By bridging the gap between production and financial systems, pVelocity rapidly identifies true drivers of profitability at unprecedented levels of detail. The company has a growing list of prestigious manufacturing customers with multi-plant installations in various industry segments,

including chemicals and extruded metals. With headquarters in Toronto, Canada and offices in the US and Europe, privately-held pVelocity was founded in 2001.

Please visit [www.pvelocity.com](http://www.pvelocity.com)

pVelocity is a registered trademark of pVelocity Inc. Manufacturing Profit Intelligence is a trademark of pVelocity Inc.