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FOR IMMEDIATE RELEASE

NOVACAB TO INTEGRATE THERMAL ENERGY STORAGE IN MOLSON COORS BREWERIES

Montreal (January 8, 2014) – Novacab International Inc. announces the first of many projects for Molson - Coors Brewing Company



commencing with its plant in Montreal. This initial installation is expected to generate revenues of \$300,000 while the installation in the Vancouver plant shall exceed revenues of \$900,000.

Roch Voyer, senior project engineer of Infrastructure and Utilities at Molson - Coors, states, "We shall engage our joint venture partner to develop a business process that is more energy efficient."

The Company shall use its patented Novanergy Technology that creates industrial high temperature thermal energy storage which will be integrated into the brewing process.

This process is based on the success of three installations projects in IBM plants in the past. IBM concludes that it saved a total of \$500,000 per year in electricity costs using the state of the art Novanergy technology.

Stephane Bilodeau, president of Novacab, states, "We have been developing this technology for over 6 years with IBM which was one of our first industrial applications. The installation, and subsequent use of our system, has exceeded our expectations as well as the client's."

This project which Novacab designated as Enerstat received an award as reviewed on the IBM website: http://www.ibm.com/ibm/environment/news/enerstat_2007.shtml.

Novacab's technologies are based on patent protected research developed since 1996 and are applicable in two main sectors, vehicles and buildings. The technology provides for thermal

storage of electricity that is created from the flow of heat. These systems convert heat into electricity which can be stored for future use.

Among the companies that are using or are conducting pilot projects are IBM, L'Oreal, Molson-Coors, CBC, Bedcolab, BRP, KW1, Soteno, Intercef, Cambit, Cascade Energies, BAE Systems, Lockheed Martin, TM4, Novabus, Lyonnaise-des-eaux, Mia-Electric, Enbala and many others.

<http://electricalline.com/novacab-integrate-thermal-energy-storage-molson-coors-breweries>

About Novacab

Novacab's mission is to provide clients with premier, innovative and green technologies. Their outstanding team, staffed by skilled, attentive and efficient people, is thriving to develop and manufacture smart energy storage technologies that can benefit to industrial processes, buildings, and vehicles.