



Kraft Foods to back laminate recycling plant

Value from Waste ~ Enval signs agreement with Kraft Foods for the co-funding of its first commercial plant.

CAMBRIDGE, UK - July 22, 2011 - Enval, a leading provider of recycling and environmental technology solutions, announces that it has partnered with Kraft Foods to support the construction of the first commercial scale plant for Enval's patented material recovery technology.

Enval's recycling equipment will be sold, ultimately, to companies that offer waste handling services. While Kraft Foods may not be a direct customer of Enval, consumer product companies recognise that Enval's technology offers an environmentally favourable end-of-life solution for difficult-to-recycle pouches and tubes based on plastic and aluminium laminates. The benefits of a genuine recycling solution for these packaging formats are so significant that Enval is working closely with manufacturers throughout the packaging supply chain to bring together a consortium of companies who are committed to tackling the sustainability of laminate packaging. Kraft Foods is among the first to join this select group.

"We're proud of our track record as an industry leader supporting innovative groups to help advance recycling and reduce waste," said Perfecto Perales, Senior Director, Packaging Research, Development & Quality, Kraft Foods. "We're hopeful the Enval Consortium will build on our past successes with other groups that proved effective in driving the collection and re-use of post-consumer flexible packaging waste. The Enval Consortium brings together a cross industry group of people from across the supply chain, focused on determining the commercial merits of this promising technology for aluminum recovery in flexible films."

Enval's patented technology offers a genuine recycling route for plastic aluminium-foil flexible packaging laminate, which has to date been unrecyclable. Packaging systems based on these materials, such as pouches for drinks and petfood, aseptic drink cartons and laminate tubes, may be completely recovered for recycling using Enval's process and equipment. Enval's award-winning technology separates the laminate material into its constituent components, producing clean aluminium ready for reintroduction into the secondary aluminium supply chain. The plastic is converted into a pyrolysis gas, which can be used to generate electricity. Enval's process is economically and environmentally viable and offers a much more beneficial outcome for this packaging waste, which might otherwise be sent to landfill or incinerated.

"Enval is delighted to announce Kraft Foods' membership of the Enval Consortium," said David Boorman, Business Development Director at Enval. "The primary purpose of the Consortium is to share the capital cost of building the first Enval Commercial plant and drive awareness of the technology to accelerate its adoption. Enval's focus now is on constructing the new plant so that it is ready for commissioning early next year and then commencing commercial operations soon after that. Kraft Foods are also further demonstrating their commitment to

tackling environmental issues head on and are helping to pave the way for the rapid commercialisation of the Enval technology. We very much welcome their support and participation in the Enval Consortium."

About Enval - Enval, originally formed as a spin-out from the Department of Chemical Engineering at the University of Cambridge, is a privately funded company. In parallel to the technical development and commercialisation of its proprietary processes, Enval provides environmental life cycle analysis and technology consultancy, with particular emphasis on the pyrolytic recycling of complex flexible packaging materials.

More information on Enval is available at www.enval.com

About Kraft Foods -

Northfield, Ill.-based Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion, more than half of which was earned outside North America. Eleven of the company's iconic brands -- including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia* and *Trident* -- generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

For more information, visit www.kraftfoodscompany.com and www.facebook.com/kraftfoodscorporate.

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