Contact:
Kevin Gallagher
Gallagher Group Communications
510.599.0416
kevin@gg-comm.com

E2E MATERIALS APPOINTS PETER COHEN TO BOARD OF DIRECTORS

20-Year Industry Veteran Adds Executive-Level Leadership with Deep Understanding of Furniture and Design Markets

Ithaca, NY – May 3, 2012 – e2e Materials, an innovative clean technology spinoff of Cornell University that develops products made from its advanced biocomposite materials used for the furniture and cabinet industries, today announced that Peter Cohen has joined its board of directors. Mr. Cohen is a co-managing director of 22 Holdings Corp., a private investment fund with assets in real estate, venture capital, hotels and public and private equity. One of 22 Holdings' areas of focus is on fast growing mid-size companies in consumer products, industrial equipment and media and information technologies.

"e2e Materials' steady growth has reached a critical mass which is why the addition of our newest board member, Peter Cohen, couldn't be timelier," said Pat Govang, president and CEO of e2e Materials. "Peter's extensive industry experience, particularly in the office furniture market, will be invaluable in shaping our go-to-market strategies and focus on key products that will benefit most from our breakthrough biocomposite materials."

Mr. Cohen is the former President and COO of Knoll, International, a contract furnishings and textile/leather supplier. Most recently, he was head of marketing for the United Auto Group. Previously, he served as president and CEO of CHF Industries, a major supplier of home furnishings to Sears, Kmart, Walmart and J.C. Penney. Prior to Knoll, Mr. Cohen was executive vice president and general manager of General Felt Industries, a producer of floor coverings and non-woven textile products. In addition to his current role

with 22 Holdings Corp., Mr. Cohen is a director for several private companies including: Terphane (plastic film for food packaging), Hanna-Sherman (industrial equipment), and STI Inc. (communications equipment). He has also held executive positions in industry for the past 20 years. Mr. Cohen attended the Program for Management Development at the Harvard Business School and has an M.A. in Education from Catholic University and a B.A. in Economics from American University, both in Washington DC.

"It's a privilege to be appointed to e2e Materials' board of directors," said Mr. Cohen. "Not only is the company pioneering some of the most exciting advancements in environmentally-friendly biocomposite materials, it is quickly establishing strategic partnerships and key customer relationships with Fortune 100 companies committed to adopting green and sustainable products. It's inspiring to be affiliated with such a forward-thinking company with global market demand."

e2e Materials' proprietary biocomposites—featuring 28 pending patents—are made from plentiful feedstock that include soy flour and natural grass fiber such as jute, flax and kenaf. e2e's many advantages include up to an 81 percent reduction in energy consumption in the production of its biocomposites that also eliminate the use of formaldehyde or any toxic chemicals. The biocomposites are stronger, lighter, safer and cheaper than formaldehyde-laden wood-based products. Using these biocomposite materials enables e2e to manufacture lighter products that maintain the tensile strength and durability approaching some steel products and have been extensively tested and validated to multiple industry standards. In addition, the company employs a unique 3-D forming capability that eliminates costly manufacturing processing steps and associated waste.

About e2e Materials

e2e Materials, based in Ithaca, N.Y., develops, designs, engineers and produces proprietary biocomposites for the furniture, cabinetry and other markets. e2e's proprietary composites are made from soy flour and natural grass fiber such as jute, flax and kenaf. Products made from e2e's biocomposite are stronger, lighter, safer and cheaper than those made from formaldehyde-laden wood composites. Additionally, e2e

uses only a small fraction of the energy required for wood composites, saving billions of pounds of CO2. www.e2ematerials.com

# # #