



bioMASON Wins First Ever Cradle to Cradle Product Innovation Prize

For Immediate Release

DURHAM, N.C. — November 20, 2013 — Acorn Innovestments is proud to announce the latest success of their portfolio company, bioMASON, and their recent win of the Cradle to Cradle Products Innovation Prize.

This is the first year of the Cradle to Cradle Product Innovation Challenge. Established together with the Make It Right organization, the contest challenged sustainable product manufacturers to redesign building materials in order to follow the full cycle of sustainable and affordable product design, manufacturing and consumption.

"bioMASON is going to be a highly disruptive technology for the built environment, with a lot of potential for widespread adoption across the world," said President of Cradle to Cradle Products Innovation Institute, Bridgett Luther.

bioMASON has developed a technology that utilizes microorganisms to grow cement-based materials for use in construction. Unlike traditional clay and concrete products, which are manufactured using high heat, bioMASON's process works in ambient temperatures. bioMASON bricks exhibit comparable strength, production times, and approaching cost to traditional fired bricks; presenting a safer, cleaner and more effective alternative.

"We are humbled to be recognized by the Cradle to Cradle Institute for the Product Innovation Challenge," said bioMASON Founder and CEO, Ginger Dosier. "Winning this award will enable bioMASON to further work with C2C Institute for certification as we develop our products for commercialized adoption. William McDonough and Michael Braungart's pivotal book *Cradle to Cradle: Remaking the Way We Make Things* has certainly spawned innovation in new disruptive construction material developments, and we are honored to be part of this movement."

bioMASON's goal is to reduce global CO2 emissions by enabling global masonry manufacturers to incorporate the Company's technology into existing production lines. Additionally, while capitalizing on the benefits of distributed manufacturing, bioMASON licensees will use zero-waste closed-loop mobile production modules with bioMASON biocement, to produce bricks on-site using indigenous raw materials.

"We are very excited to help Ginger and bioMASON realize the potential for growing bricks," said Acorn Innovestments Partner Bob O'Reilly. "This technology is poised to benefit the brick industry as a whole, while greatly reducing the existing carbon footprint."

About bioMASON

bioMASON employs bacteria to "grow" a durable cement in ambient temperatures between loose grains of aggregate; producing building materials without emitting greenhouse gases, and without the depletion of non-renewable resources. To learn more, please visit: <http://www.biomason.com/>

About Acorn Innovestments

Acorn Innovestments is a seed and early-stage investment firm located in Durham, North Carolina. Acorn primarily invests in companies that manufacture products out of advanced materials to solve environmental problems. For more information about Acorn Innovestments, visit: www.acorninnovestments.com/

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