

PRESS RELEASE

JANUARY 2009

Arvia® Appoints Martin Keighley as CEO

Arvia® Technology has announced the appointment of Martin Keighley as its new Chief Executive Officer.

Martin, a Cambridge University graduate in Chemical Engineering, most recently served on a five person global executive team for multinational giant Tata Chemicals.

Martin's first position was with ICI, before joining Brunner Mond where he led soda ash manufacturing in the early 1990's. Following this he successfully carried out the turnaround of the Calcium Chloride Division, before acquiring Akzo Nobel's soda ash business in the Netherlands. Martin later became the company's European Managing Director.



Originally from Liverpool, Martin said: "I felt it was a perfect time for me to join Arvia®, as it's rare to get the opportunity to commercialise a technology as innovative and exciting as this.

Martin continues: "The incumbent team have done such a fantastic job of developing the product which means I can really focus on beginning to commercialise the technology in the industrial water treatment and ground water remediation markets."

"But our long term plans go much further than that."

Roger Ford, Arvia® Chairman, said: "We quickly recognised that Martin possessed the right skills and experience to further Arvia®'s commercial ambitions.

"To be a truly global player, we need a CEO of global stature. Martin is that man."



Martin concludes: “It’s widely recognised that water is to become the next precious global resource, and if industry is to maintain growth and productivity, it will have to find innovative new approaches to using and conserving water.”

Away from Arvia®, Martin also serves as a trustee director at Saint Luke’s Hospice in South Cheshire, and lives in Cheshire with his wife Sally and their three children.

