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FOR IMMEDIATE RELEASE

NanoSteel Names Ellen Bossert Chief Marketing Officer

Appointment brings technology adoption experience in industrial markets to proprietary steel materials design firm

PROVIDENCE, R.I. (Thursday, July 26, 2012) - The NanoSteel® Company, a leader in nano-structured steel materials design, today announced that Ms. Ellen W. Bossert has been named chief marketing officer. As a member of the executive team, Ms. Bossert will lead the company's worldwide marketing strategy and manage the evolution of the NanoSteel brand into new industry segments and applications. Ms. Bossert, with more than 20 years of experience in general management, marketing and business development, specializes in bringing advanced technologies to industrial markets.

"We are very pleased to welcome Ellen to the company during an exciting time of growth and positioning for the future," said Dave Paratore, president and CEO of NanoSteel. "Given the company's technology progression – resulting in our recent breakthrough in automotive sheet steel – we wanted to bring in a proven leader in the area of strategy, market development and branding. Ellen's track record of driving adoption of high impact innovation makes her an ideal choice for our mission at this time."

"Given the performance NanoSteel has achieved in proprietary material designs, I believe strongly that the company is poised to meet a number of complex modern challenges that steel remains best positioned to solve," said Ms. Bossert. "I look forward to working with NanoSteel's team to lead global marketing initiatives that will support the company in reaching its considerable potential."

Ms. Bossert most recently led North American strategic marketing, sustainability and government business development for Philips Lighting and Controls business. Prior to Philips, Ms. Bossert was chief strategist for marketing and innovation at Color Kinetics, the world-wide pioneer in LED illumination. Ms. Bossert has a Masters in Business Administration from Harvard and a Bachelor of Arts from Columbia College.

About NanoSteel

NanoSteel is the world leader in proprietary nano-structured steel material designs. Over its ten-year history, NanoSteel has created progressive generations of iron-based alloys from surface coatings to monolithic steel. For the oil & gas, mining and power industries, NanoSteel has successfully introduced commercial applications of metallic coatings to prolong service lifetime in the most extreme industrial environments. For the automotive industry, NanoSteel has achieved a significant breakthrough in the development of nano-structured sheet steel with exceptional strength and ductility. NanoSteel is a privately held company funded by lead shareholders EnerTech and Fairhaven Capital. For more information, visit www.nanosteelco.com or follow us on Twitter @NanoSteelCo.