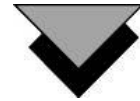




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Capelle aan den IJssel, 21 November 2007

INNOCONCEPTS TAKES IMPORTANT STEP IN USA WITH THE ROLL-OUT OF ITS PACKAGING TECHNOLOGY

InnoConcepts, through its subsidiary I-Pac Technologies, has entered into collaboration with an American multinational (Fortune 500), which for commercial reasons will remain unnamed for the moment. This American company's activities include the worldwide marketing of food packaging and other consumer products. This collaboration is expected to result in the market launch of a substantial number of products produced with I-Pac technology as early as 2008. InnoConcepts expects the exploitation of the American market to make a considerable contribution to the operational result as from the fourth quarter of 2008.

As noted in the press release of 28 September 2007, InnoConcepts is looking to play a more active role (other than exclusively as a licensor) in more fragmented but large markets such as food packaging. The technology of I-Pac is extremely suitable for these kinds of markets given the weight reduction and cost savings it is possible to achieve with this technology.

The latter will become increasingly important in view of the requirements to realise maximum reduction of CO2 emissions which are being rapidly imposed by the government authorities, industry and retailers. I-Pac's technology can play a substantial role in this respect and, when used, not only results in considerable weight and thus CO2 reductions, but also to substantial reductions in duties. Given the increasing speed and the international character of the interest in CO2 reduction, InnoConcepts believes it is important to now seek accelerated access to the American market.

To this end, InnoConcepts started talks with a number of parties in North America. These talks should in the foreseeable future result in a local production platform for food packaging in the region in which I-Pac Technologies will play an important partner role.

This platform will not only serve to meet the packaging needs of the aforementioned multinational, but also enable to meet the needs of other large local parties with whom talks are ongoing with respect to the implementation of I-Pac's technology. In this context, the recent acquisition of HTP Tooling was a precondition to being able to meet the resultant need for production moulds.

FOR MORE INFORMATION, PLEASE CONTACT:

InnoConcepts N.V.
Investor Relations department
Tel.: 010-2884300
Fax: 010-2884315