



October 12, 2006

## **Metabolix Appoints Brian Igoe as Chief Brand Officer**

### **Former Nike & Reebok Executive to Help Build Brand for Natural Plastic**

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Cambridge, MA. Metabolix Inc., a company developing and commercializing environmentally sustainable and totally biodegradable Natural Plastic, announced today that Brian Igoe, a 25-year branding and marketing veteran in the consumer products and promotions agency arenas, has joined the company as Vice President and Chief Brand Officer. Igoe is responsible for branding, consumer marketing and corporate image related activities.

"Brian rounds out the leadership team of Metabolix, bringing enormous experience and success in building powerful brands, often from a grass roots basis. His focus will be developing and positioning our corporate and product brands among environmentally conscious consumers and enterprises," said Jim Barber, president and CEO of Metabolix. "Brian brings extensive experience and a wealth of knowledge in consumer marketing and brand development, and has been instrumental in developing brand positioning and communication for some of today's top global brands."

Igoe previously was Executive Vice President and Chief Marketing Officer at Oco, Inc., Vice President at AMP Agency, and Executive Vice President at TMP, where he worked closely with many major brands such as Qwest Communications, Reebok International, VW, Hasbro, Clarks, IBM, New Balance, and Dr.Pepper/7-Up.

Igoe began his career in the athletic industry. He gained valuable experience and success during 12 years of high growth at both Nike and Reebok. He held a variety of progressively senior positions spanning their growth from start up companies to multi-billion dollar global marketing leaders.

"I can clearly envision the many opportunities for Metabolix Natural Plastic solutions," said Igoe. "It is very appealing to me that Metabolix patented technologies can make a major positive environmental impact worldwide. We can reduce our global dependence on petroleum-based products, reduce greenhouse gas emissions, and give consumers and businesses the opportunity to become more responsible tenants of the planet. Our goal is to develop a brand that will communicate a clear path to clean, sustainable, biodegradable solutions for businesses and homes across the globe."

Metabolix Natural Plastic can be used as alternatives to petrochemical plastics in a wide variety of applications, including coated paper, film or bags, and thermoformed and molded goods. They are produced using a fully biological fermentation process that converts agricultural raw materials such as corn sugar into a versatile range of plastics with excellent durability in use but that also biodegrade benignly in a wide range of environments, including marine and wetlands. The company was awarded the Presidential Green Chemistry Award by the U.S. EPA in 2005 for its pathbreaking production technology. In March 2006, Archer Daniels Midland Company and Metabolix announced plans to build a 50,000 ton commercial plant for its Natural Plastic in Clinton, Iowa, with start-up targeted in 2008. The company is currently in pilot production, developing applications with selected customers.

#### **About Metabolix**

Founded in 1992, Metabolix, Inc. is developing and commercializing environmentally sustainable and totally biodegradable Natural Plastic as a clean alternative to petroleum-based plastics. The Company is taking a systems approach, from gene to end product, to integrate sophisticated biotechnology with current industrial practice to produce plastics, fuels and chemicals from renewable resources. In addition to its microbial fermentation platform for production of Natural Plastic, Metabolix is also developing a proprietary platform technology for co-producing, in nonfood plant crops such as switchgrass, Natural Plastic and biomass for biofuels such as ethanol and for chemical products. For more information, please visit [www.metabolix.com](http://www.metabolix.com).

#### **Contact information:**

Integrated Corporate Relations for Metabolix

Alecia Pulman, 203-682-8200

[alecia.pulman@icrinc.com](mailto:alecia.pulman@icrinc.com)