

Press Release

International Copper Association's Copper Connects Life™ Label Design Contest Inauguration

Ancient Egyptians referred to copper as “ankh”, which means “permanent life”. From historic coins, vessels, tools and weapons made by our ancestors, to today’s computer chips, internet cables and superconducting cables, copper has played a significant role in man’s life, shining throughout history.

Shanghai China, February 28, 2006—The International Copper Association’s Copper Connects Life™ Label Design Contest, created to produce China’s first copper label, was officially launched in Shanghai today. As the leading non-profit international organization promoting the usage of copper worldwide, International Copper Association (ICA) is developing copper labels for use in China that will be applied to major sectors including Building Construction, Sustainable Energy, Electrical Appliances and New Technology. ICA is eager to apply the new copper labels that can be used to promote advancement and development in technology, a healthier environment and improvement in the overall quality of life.

Copper, as one of the world’s most widely used natural resources, is 100 per cent recyclable. The proper use of copper enhances electrical energy efficiency and reduces greenhouse gas emissions. This in turn helps to ensure the sustainable development of the global economy and enhance environmental protection. Copper exists everywhere in our daily life. With its anti-corrosion and anti-microbial properties, products containing copper, for example in drinking water pipes, air-conditioners, washing machines and water dispensers will be safe and healthy, thereby ensuring a better quality of life.

“China has become the largest copper consuming country in the world. We now need a

unified and eye-catching label to enlighten Chinese consumers on the broad application of copper - from the copper wire embedded in the walls of this building to the myriad electrical home appliance or a new technological product. Wherever people see the label, they will immediately recognize copper's positive qualities that will ensure the product is safe, healthy, energy efficient and environmentally friendly" explained Richard Xu, CEO of ICA (China).

Six of the Judges and Geng Le, a famous actor who attended the inauguration as a special guest, assembled a large map of China on stage. To represent the birth of China's first copper label and to signify the official start of the contest, "Tong", the Chinese word for copper, was unveiled in the center of the map. Geng Le, who graduated from the Central Institute of Fine Arts, with a major in Print Design, sketched a label to give an example for potential contestants and explained its meaning: "In my mind, copper is not only a metal material which is used to make beautiful decorations, but also provides us with high quality products," he said, "It is my honor to take part in the inauguration of this nationwide contest, as it has so much significance to our daily life."

"As a natural resource, copper not only has a wide range of uses but is also extremely valuable from an art and design standpoint. From basic bronze wares to modern sculptures, artists have been inspired by copper from generation to generation," said Victoria Lu, one of the Label Design Contest judges, a well-known artist and Creative Director of Museum of Contemporary Art, Shanghai. Ms. Lu was very pleased to learn that ICA will open the label design contest to candidates from around the country, rather than simply requesting the services of a professional design company. "This is a great platform for local talents to demonstrate their individual creativity, express their understanding of copper and contribute in their own way, to

improving the quality life brought by the metal.”

The contest is expected to last for 46 days and on May 13, 2006, a grand exhibition will be held to showcase the best label designs. The first, second and third prizes will be announced with several other excellent prizes to be presented. The final winner will be awarded a cash bonus of RMB10,000.

Please click on www.copper.org.cn/label_contest for more information of the Copper Connects Life™ Label Design Contest. All design entries should be mailed to “The ICA Label Design Contest”, Weber Shandwick, 28/F Eastern Tower, 689 Beijing Road East, Shanghai 200001 PRC.

###

Four Facts About Copper

Environmentally friendly (100% recyclable)

As one of the world’s most widely used natural resources, copper is 100% recyclable. Over the past 10,000 years, 80 per cent of all mined copper is still being used today.

Energy Efficiency

Copper is one of the most cost-effective conductors of electricity. The proper use of copper will maximize electrical energy efficiency and reduce greenhouse gas emissions, which help to promote the development of the global economy and enhance environmental protection.

Anti-Corrosion

Due to its excellent anti-corrosion properties, copper continues to shine throughout history, from water pipes found in Egyptian pyramids thousands of years ago, to the building wires installed in the Peking

Union Medical College Hospital 70 years ago and the skyscrapers being constructed today along the Bund in Shanghai..

Anti-Microbial

Some of the most toxic species of bacteria, fungi and viruses cannot survive when in contact with copper. Therefore, if household appliances such as water pipes, air-conditioners and water dispensers are based on the excellent anti-properties of copper, they will provide people with pure water and fresh air, contributing to a healthier life.

About International Copper Association (ICA)

ICA is the leading non-profit international organization for promoting the use of copper worldwide. Its 38 member companies represent more than 80 percent of the world's refined copper output and are among the largest copper producers and copper alloy fabricators in the world. ICA is responsible for guiding policy, strategy, and funding international initiatives and promotional activities. Headquartered in New York, ICA has regional offices in Asia, Europe, Latin America and North America. ICA's programs and initiatives are executed across 31 offices in over 65 countries.

ICA came to China in 1995. Since then, more than 28 marketing promotion activities have been launched in areas of Building Construction, Sustainable Electrical Energy, Environment, Technology and Appliances. With offices in Shanghai, Beijing and Guangzhou, ICA has grown into a cross-regional and cross-segment market promotional organization with professional recognition. For more information, please visit www.copper.org.cn

For media enquiries, please contact

International Copper Association (China)

Flora Fu

Tel: 021-6391 5816

Fax: 021-6391 6331

Email: florafu@copper.org.cn

Weber Shandwick Worldwide, Shanghai

Dora Bao

Tel: 021-6322 6024

Fax: 021-6322 2478

Email: dbao@webershandwick.com