



EXECUTIVE BACKGROUNDER

Greg Hoffman, Chairman and CEO

Mr. Hoffman founded Ecospan in 2005 and now serves as the company's Chairman and CEO. He has spent more than 10 years leading and investing in companies that develop environmentally friendly technologies. Prior to Ecospan, he founded and served as Managing Partner of E-Mobile, an eco-friendly electric transportation company. Under his leadership, E-Mobile developed a scooter that was recognized as product of the year by Tech TV and Scooter Magazine. Mr. Hoffman also worked as interim CEO of EV Global, an eco-friendly electric bicycle company founded by Lee Iacocca. In the late 1990's, he founded and served as CEO of Titanium Sports Technologies (TST), where he led the development of numerous applications for seamless titanium tubing technology that included bicycles, golf shafts, medical devices, and wheelchairs. Under his leadership, TST developed joint ventures with Brunswick and True Temper while becoming the largest producer of titanium golf shafts in the world. Mr. Hoffman has an extensive background in commercial real estate. During the 1980's, he developed, financed, and marketed over a half-billion dollars of award winning commercial and residential real estate projects in the western United States. He developed over 2.5 million square feet of commercial business parks with financial partners such as New York Life Insurance, Cal Farm Insurance Company, and The Wallace Moir Company. In the late 1980's, First Interstate Bank asked Mr. Hoffman to help re-organize its real estate portfolios. In 1991, he established Asset Resolution Advisors to facilitate the acquisition and revitalization of over \$400 million in assets in concert with G.E. Capital and government agencies such as the Resolution Trust Corporation and the FDIC. Mr. Hoffman has been actively involved with numerous boards, such as the National Home Building Association, and the California Property Trust. He has also been active with state and federal politics. He generously supports a number of non-profit organizations and has served as a member of the American Cancer Society Board in California. Mr. Hoffman graduated cum laude with a BA in Communications and Political Science from the University of Southern California.

Jeff White, President

Mr. White has been an investor and board member with Ecospan, LLC since March, 2010 and joined the company as President in January, 2011. Prior to Ecospan, he spent more than 20 years building successful businesses spanning a broad range of industries, establishing himself as a successful investor and entrepreneur. Some of the businesses included Napro Bio (President), where he assisted with the sale of its Therapeutic Cancer business, RCD (CEO) where he led several rounds of multi-million dollar financing and eventual commercialization of its proprietary RFID

technology, and Fingerworks (CEO), a “touch pad” input device provider where he developed strategic partnerships that led to the eventual merger with Apple and their multi-touch platform became the foundation for the iPhone and iPad. Mr. White spent the first 16 years of his career with Hewlett Packard in a variety of senior management positions within the Enterprise Computing, Storage and Printer groups. He also served in the Analytical, Life Sciences Business Unit that was eventually spun out as part of Agilent Technologies where he served as Vice President and General Manager. Mr. White spearheaded multiple acquisitions that led the company into new, high growth markets. He is a member of Trestle Ventures’ Investment Committee and represents them on the board of Maverick Network Solutions. He is a board advisor for Weather Trends International, Talk Market, and Curv Sports Media. Mr. White holds a B.S. in Electrical Engineering from Worcester Polytechnic Institute and an M.B.A. from Northeastern University.

Scott Sanderson, Vice President of Product Development

Mr. Sanderson has been with Ecospan, LLC since its formation in 2005 and is a veteran of more than 20 years in global manufacturing and design. Mr. Sanderson is a multi-national sourcing specialist and an expert in manufacturing equipment design and implementation. He has expertise across many processes including forging, extrusion, pressing, forming, and packaging and his expertise includes related molds and tooling. He owns many design patents. Mr. Sanderson has significant experience in industrial design and with the manufacturing of consumer products in multiple industries. He has consulted for some of the world’s largest consumer product companies and has conducted research and implemented projects from concept to design to manufacturing for over 100 products that have reached consumer markets. Mr. Sanderson is proficient in conversational Mandarin Chinese.

Paul Cannon, Vice President Marketing and Sales

Mr. Cannon joined Ecospan, LLC in February, 2011. Previously, he was Vice President of Marketing for several large corporations including BD Biosciences, IMS Health, and VWR International. He has led global sales and marketing teams emphasizing growth through customer focus. Prior to this experience, Mr. Cannon had an extensive career at Hewlett Packard and Agilent Technologies. He spent 12 years in the field, selling and supporting customers. From there, he spent nine years in marketing with increasing responsibilities in the service, instrument, and laboratory consumables business. The results achieved by his teams, fueled growth in both the Gas/Liquid Chromatography businesses as well as the service business for HP/Agilent. He was pivotal in the identification of merger and acquisition candidates for growth and led the integration with several acquired companies. In total, Mr. Cannon has over 25 years experience in sales, marketing, and business development. He has particular expertise in customer segmentation, brand management, integrated campaign management, and global product launches. He has introduced a planning framework for teams to develop and execute marketing plans to drive growth. Mr. Cannon holds a B.A. degree in Mathematics/Computer Science from LaSalle University and an M.B.A. from Widener University.

John Vandenberg, Vice President Operations

Mr. Vandenberg joined Ecospan in April, 2011. He is a senior level executive with proven success in the plastics industry. Mr. Vandenberg has spent more than 28 years in plastics and his experience included managing startup product lines in the auxiliary equipment segment such as robotics and heat transfer equipment. He also ran business units with a variety of product offerings from machinery to liquid colorants for plastic material. While at Conair, Mr. Vandenberg directed nine major product lines with over 485 distinct models. He has proven success implementing start-up plans, expanding business ventures, establishing strategic alliances, developing competitive product lines, and increasing operating profits. Mr. Vandenberg is skilled at market opportunity analysis, new product sourcing, channel development, and forming global partnerships. Mr. Vandenberg holds a B.S. degree in Business Administration/Finance from Villanova University.