

## **SEMARNAT awards Vitro for being a leading company in the Environmental Leadership Initiative for Competitiveness**

- *The department's Secretary, Juan Rafael Elvira Quesada delivered the award to the Glass Containers business unit*
- *The Company pretends to generate a clean supply chain through the development of awareness and commitment to the improvement of the environment among its clients and suppliers*

**San Pedro Garza García, Nuevo León, México, November 26, 2009** – Today the Secretary for the Environment and Natural Resources, Ing. Juan Rafael Elvira Quesada, delivered to Ing. Hugo A. Lara, CEO for Vitro, an award for the Containers business unit's participation in the "Environmental Leadership Initiative for Competitiveness" 2009.

During the event that took place in the Royal Pedregal Hotel located in Mexico City, Dr. Hernando Guerrero Cázares, Coordinator for the Secretary's advisors reminded those present that "this program is supported by the pilot program developed jointly by SEMARNAT and the Commission for Environmental Cooperation (CCA) in which 146 companies participated with results that save 132 million pesos per year driven by better use of raw materials, the lowering of green house gas emissions into the atmosphere and the reduction in the discharge of contaminants into the water system".

Receiving the award, Ing. Hugo Lara commented; "Since its founding 100 years ago, Vitro has offered quality products and services in balance with the protection of the environment. Our initiative, "For a More Transparent World" has allowed us to progress in our efforts to promote and consolidated sustainable development and for that reason we decided to participate as a leadership company in the Environmental Leadership Workshop for Competitiveness, given by SEMARNAT, at one of our client's invitation. We are convinced of the environmental benefits and the resulting savings from the application of the tools we have obtained as they will allow us to generate a clean supply chain through the development of awareness and commitment to the improvement of the environment among our clients and suppliers".

Then the senior Executive reminded those present: "In 2000 we instituted **Vitro's Environmental System (SAV)** which has allowed us to continuously improve efforts for the care of the environment in different company manufacturing facilities. As part of our continuous improvement efforts, the Vitro Environmental System has migrated and currently, in our business unit for Containers, we are in the process of implementing ISO 14001.



We have generated energy savings and reduced contaminating emissions which has given us a competitive advantage in addition to lowering our operating costs”.

For example Ing. Lara explained: “Over the past five years we have been able to reduce by 10% our energy consumption and by 17% our water usage per ton of glass produced; in addition we lowered by 14% our Nitrogen Oxide (NOx) emissions and 29% of suspended particles emissions. Even in challenging times like those we are now experiencing, sustainable development is a requirement; for that reason we seek to consolidate our efforts for sustainable development that contribute to assuring the long term viability of the company”.

For the development of Vitro’s eco-efficiency projects, employees were actively engaged to support the implementation of the tools seen in the workshop, as they became aware that these would contribute to the formation of pro-environment practices that would also be transported to the home environment.

The Environmental Leadership Workshop for Competitiveness initiative seeks to increase the participation to more than five thousand companies by the end of the current administration which is expected to generate savings for the country in the range of 5.9 billion pesos by 2012 with significant environmental benefits in the savings of water, energy and the mitigation of atmospheric emissions. SEMARNAT, the Private Sector and alliances among academic institutions and organizations are participating in the program, which collectively seek to improve the competitiveness of small and medium businesses in Mexico.

The initiative is based upon and developed around the past experience of actual projects to improve the performance of suppliers of large companies in Mexico and other companies in the Americas; particularly the Program for Competitive Supply Chains from the Commission for North American Environmental Cooperation and those of the Colombian Organization for Sustainable Business Performance.

The companies invited to participate are clients and/or suppliers of a leader company and each one sends its “decision making” representative who attends the workshops and becomes the link for spreading the methodology learned to establish and develop projects for Eco-efficiency.

*Vitro, S.A.B. de C.V. (BMV: VITROA; NYSE: VTO), is one of the largest glass manufacturers in the world backed by 100 years of experience. Through our subsidiary companies we offer products with the highest quality standards and reliable services to satisfy the needs of two distinct business sectors: glass containers and flat glass. Our manufacturing facilities produce, process, distribute and sell a wide range of glass products that form part of the everyday lives of millions of people as well as offering excellent solutions to multiple industries that include: wine, beer, cosmetic, pharmaceutical, food and beverage, as well as the automotive and construction industry. In addition, we supply raw materials, machinery and industrial equipment to different industries. We constantly strive to improve the quality of life of our employees, as well as the communities where we operate, by generating employment and economic prosperity given our permanent focus on quality and continuous improvement, as well as through our consistent efforts to promote sustainable development. Located in Monterrey, Mexico, and founded in 1909, Vitro currently has major facilities and a*



*broad distribution network in 12 countries in the Americas and Europe and the Company's products can be found all around the world. For more information, you can access Vitro's Website at: <http://www.vitro.com>*

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