



## CORPORATE PROFILE December 2011

**Cereplast, Inc.**  
(NASDAQ: CERP)

**Sector:** Consumer Goods  
**Industry:** Plastics

**Cereplast, Inc.**  
Frederic Scheer, Chairman & CEO  
fscheer@cereplast.com

300 North Continental Blvd.  
Suite 100  
El Segundo, CA 90245  
(310) 615-1900  
www.cereplast.com

**Investor Relations Contact:**  
Alliance Advisors, LLC  
Alan Sheinwald, President  
PH: (914) 669-0222  
FX: (914) 669-0220  
ASheinwald@AllianceAdvisors.net  
www.AllianceAdvisors.net

## SELECT FINANCIALS

Fiscal Year End:	December 31st
Current Price (12/2/2011):	\$1.19
52-Week Range:	\$0.97 - \$6.00
Average Volume (3 Months):	90,000
Shares Outstanding (11/16/2011):	18.9 million
Market Cap:	\$22.5 million
Revenue (9 Months Ending 9/30/2011):	\$20.2 million vs. \$2.5 million YOY
Gross Profit (9 Months Ending 9/30/2011):	\$2.5 million vs. \$671,000 YOY
Cash (9/30/2011):	\$4 million
Insider Ownership:	21.6%

**Cereplast (NASDAQ: CERP)** designs and manufactures proprietary biobased, sustainable plastics which are used as substitutes for traditional plastics in all major converting processes such as injection molding, thermoforming, blow molding and extrusions at a pricing structure that is competitive with traditional plastics. On the cutting-edge of bioplastic material development, Cereplast now offers resins to meet a variety of customer demands.

## Global Bioplastic Resin Manufacturer

Renewable Raw Materials → Patented Cereplast Formulations → Bioplastic Resin Pellets



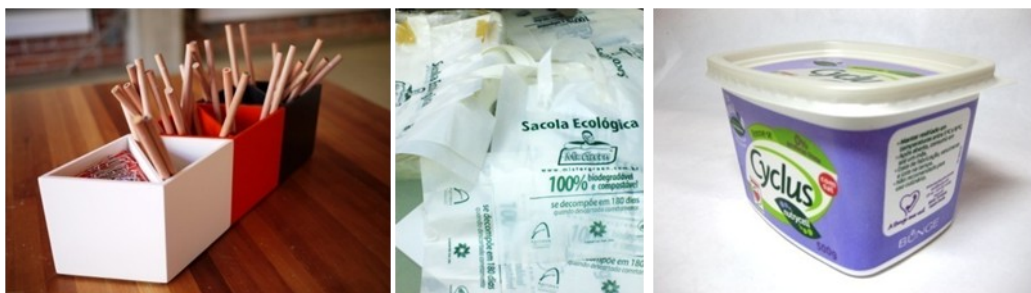
Cereplast has developed and is commercializing proprietary biobased resins through two complementary product families and replaces traditional plastics in numerous applications:

- Cereplast Compostables®** resins are renewable, ecologically sound substitutes for traditional petroleum-based, non-compostable, fossil fuel-based plastics
  - Replaces nearly 100% of the petroleum-based additives used in traditional plastics;
  - Certified biodegradable and compostable in the U.S. and Europe;
  - Meets ASTM D6400 or EN 13432 standards for compostability;
  - Many grades have Biodegradable Products Institute and/or DIN Certco certification;
  - Single-use disposables include bags, cups, cutlery, straws, carry-out containers; and
  - Packaging includes food and consumer goods.
- Cereplast Sustainables®** resins replace up to 90% of the petroleum-based content of traditional plastics with materials from renewable resources
  - Fully biobased resins for durable applications;
  - Cost-competitive, pricing is not as influenced by the volatile and rising prices of oil;
  - Includes Cereplast Hybrid Resins®; and
  - Applications include automotive, consumer goods, toys, fashion accessories, furniture and home décor, consumer electronics, office supplies, medical supplies, construction.



Cereplast resins aim to be competitively priced compared to fully petroleum-based plastic resins and can be converted into finished products using conventional manufacturing equipment without significant additional capital by downstream converters.

## Sold to Brand Owners to Make Products

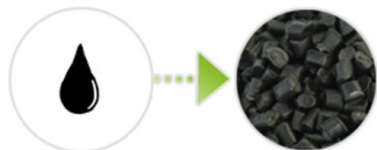


Alliance Advisors, LLC

PH: (914) 669-0222 • FX: (914) 669-0220 • www.AllianceAdvisors.net

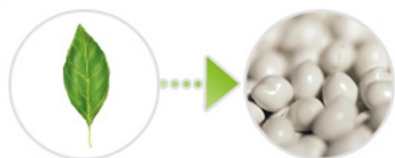
**Trends Driving Bioplastics**

**Traditional Plastics**



- ◆ Negative environmental impact
- ◆ 3.5% of used plastics are recycled/year, 200 million tons are discarded
- ◆ Plastic lasts 400+ years leaching harmful substances (heavy metals, BPAs, PFCs)
- ◆ Costly reliance on oil
- ◆ New legislations banning traditional plastic

**Bioplastics (Cereplast's Solution)**



- ◆ Popular, cost-effective alternative to traditional plastics
- ◆ Reduces carbon footprint and use of fossil resources
- ◆ 100% biodegradable, compostable, or recyclable
- ◆ Global biodegradable/compostable bioplastic market; \$1.2 billion lbs. expected by 2012 and 20% annual growth rate

**Targeting Strong European Demand**

Headquartered in Bonen, Germany. Planned European Manufacturing Facility in Cannara, Italy, a 125,000 square foot facility with 100,000 ton capacity which more than doubles the initial capacity of the facility in the U.S.

Phase 1 of the Italy facility is expected to be completed in late 2012 for 50,000 tons. The second is for the remaining 50,000 tons based on product demand.

Cereplast's U.S. state-of-the-art production facility is located in Seymour, Indiana with initial capacity of 36,000 tons and expandable up to 227,000 tons. The facility is 110,000 square feet on 14 acres.

**Leveraging Distributors Globally:**

**7 New European Distributors in 2011**

*Distributors*

*Producers*



**Management Team**

**Frederic Scheer - Founder, Chairman and CEO**

- ◆ Involved in the biodegradable plastics industry since 1993
- ◆ Founded the Biodegradable Products Institute (BPI)
- ◆ 2010 Bioplastics Council Chair by the Society of the Plastics Industry (SPI)
- ◆ Doctor of Law from the University of Paris; Masters in Finance & Political Science from Institut d'Etudes Politiques

**Heather E. Sheehan, CPA - Senior Vice President and CFO**

- ◆ 20+ years of financial leadership experience in public companies and "Big Four" accounting firms
- ◆ B.B.A. in Accounting from Simon Fraser University (Vancouver), Chartered Accountant (Canada) and CPA

**Kelvin T. Okamoto - Chief Technology Officer**

- ◆ 18+ years of experience of research and polymer product development
- ◆ Registered Patent Agent
- ◆ Previously served in various R&D positions at large chemical & plastic companies including Solo Cup
- ◆ PhD from Cornell University & B.S. in Chemistry from Stanford University

**Wolfgang Eckey - Head of European Sales and Marketing**

- ◆ 25+ years of sales, marketing and management experience in bioplastics
- ◆ Previously served with top multinational plastic conglomerates in Europe

**Mark Barton - Senior Vice President, Manufacturing**

- ◆ 25+ years of plastic industry experience, succession of resin manufacturing leadership positions
- ◆ Previously Vice President of Toray Resin Company (Toray Industries)
- ◆ B.S. in Management Science/Business from Franklin University in Columbus, Ohio

**Recent Events**

11/29/2011 - Cereplast Signs Distribution Agreement with GAMA Plastik to Supply Bioplastic Resin in Turkey

11/14/2011 - Cereplast Reports Third Quarter 2011 Results

11/7/2011 - Cereplast Signs New Distribution Agreement with ColorTec

11/7/2011 - Cereplast Reports Preliminary Results for the Third Quarter of 2011

10/26/2011 - Completes Purchase of Manufacturing Plant in Italy to Help Serve Growing Demand for Bioplastic Materials in Europe

This information does not provide an analysis of the Company's financial position and is not a solicitation to purchase or sell securities of the Company. Alliance Advisors, LLC its affiliates, officers, directors, subsidiaries and agents of this information have been compensated by Cereplast, Inc. In preparing this information, Alliance Advisors, LLC has relied upon information received from the Company, which, although believed to be reliable, cannot be guaranteed. This information is not an endorsement of the Company by Alliance Advisors, LLC and Alliance Advisors, LLC is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing. This document contains forward-looking statements that are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks, uncertainties and assumptions as described from time to time in registration statements, annual reports and other periodic reports and filings of the Company filed with the Securities and Exchange Commission.