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Standard Renewable Energy Launches the SRE Solar Instant Rebate
--The Time to Go Solar Is Now--

July XX, 2009 -- [Standard Renewable Energy](#) (SRE) today announced the launch of the [SRE Solar Instant Rebate](#). The \$2.00 per watt instant rebate makes solar more affordable than ever before.

Combine the [SRE Instant Rebate](#) with a federal tax credit and a rebate from Xcel Energy and customers can save up to 90 percent on a solar panel system through August 31, 2009*.

Here's example of these tremendous savings:

3.15 kilowatt solar panel system	\$23,975
Xcel Energy rebate (\$3.50/watt)	-\$11,025
<u>SRE Instant Rebate (\$2.00/watt)</u>	<u>-\$6,300</u>
Net Cost Before Federal Tax Credit**	\$6,650

SRE is including an SRE Energy Monitoring System with the purchase of a [solar panel system](#) for this limited time offer. The system allows homeowners to take even greater control of their energy use with the ability to see the home's energy consumption and the [solar panel system's](#) production anytime via web browser.

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With a [solar panel system](#) homeowners will:

- Avoid paying up to \$21,100 in utility bills;***
- See lower utility bills every month;
- Own clean, reliable energy; and
- Increase the home's value.

Customers can choose from a variety of solar panels and equipment that will be custom designed to deliver an aesthetically pleasing solar electric system that meets their budget and electricity production goals. [SRE Finance](#) options are also available to homeowners with low monthly payments.

To learn more about the [SRE Solar Instant Rebate](#) visit www.sre3.com/instantrebate.

[About Standard Renewable Energy](#)

Founded in 2006, Standard Renewable Energy (SRE) is the nation's largest [Distributed Energy Services Company \(DESCO\)](#) and leading provider of energy efficiency and on-site renewable energy solutions for homes and businesses. Products and services include [solar](#) and [wind](#) energy systems, [energy monitoring services](#), [energy audits](#), [high-efficiency heating and cooling products](#), high efficiency [insulation](#) and [lighting](#), [solar window film](#), and more. For further information visit their website at www.sre3.com.

***IN ORDER TO BE ELIGIBLE FOR THE INSTANT REBATE, A CUSTOMER MUST PURCHASE A SOLAR PANEL SYSTEM OF A MINIMUM SIZE OF 1.4 kW FROM SRE BETWEEN [JULY 8, 2009](#) AND [AUGUST 31, 2009](#) FOR INSTALLATION AT THEIR RESIDENCE LOCATED IN THE STATE OF [COLORADO](#).**

Additional fees and/or costs may apply. Customers shall receive the instant rebate in the form of a \$2.00 per installed (DC) watt discount off of the purchase price of a solar panel system. The amount of the instant rebate shall be deducted from the total amount of the invoice for the solar panel system purchased by a qualifying customer. The instant rebate will not be provided to or mailed to customers in the form of cash or check after the customer's purchase.

THE INSTANT REBATE OFFERED BY SRE IS NOT MADE IN CONJUNCTION WITH, WITH THE KNOWLEDGE OF, OR WITH THE PARTICIPATION OF, ANY CITY, STATE OR FEDERAL AUTHORITY OR UTILITY PROVIDER. CUSTOMERS SHALL BE SOLELY RESPONSIBLE FOR APPLYING FOR AND CALCULATING THE AMOUNT OF ANY SOLAR POWER REBATES OR TAX CREDITS OFFERED BY CITY, STATE OR FEDERAL AUTHORITIES AND UTILITY PROVIDERS. ANY REPRESENTATIONS MADE BY SRE IN CONNECTION WITH SOLAR POWER REBATES OR TAX CREDITS OFFERED BY A GOVERNMENTAL AUTHORITY ARE FOR ILLUSTRATION PURPOSES ONLY AND ARE QUALIFIED IN THEIR ENTIRETY BY THE MORE DETAILED INFORMATION THAT A CUSTOMER CAN OBTAIN FROM THE GOVERNMENTAL AUTHORITIES OFFERING SUCH REBATES AND TAX CREDITS. For all of the terms and conditions applicable to this instant rebate, visit www.sre3.com/coloradorebatetandcs.

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**Assumes system qualifies for a federal tax credit of up to 30% and that customer assigns any and all rebates to SRE. These statements and estimated amounts are provided for illustrative purposes only and may vary based on individual systems. They are not intended to constitute tax or financial advice and are not intended to be used or relied upon to avoid penalties. Please consult your own tax and financial advisors.

***The estimated utility bill savings are anticipated to approximate the value of the avoided kWh purchases over 30 years, and are calculated based upon the annual value of the avoided kWh purchases, the current electricity rate of \$0.11/kWh, an annual electricity rate increase of 7%, and a net present value discount rate of 4%. Assumes a 0.5% annual system degradation. Does not include system installation.

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