



FOR IMMEDIATE RELEASE

Contact:

Laura Frnka
Pierpont Communications for
Standard Renewable Energy
(713) 627-2223 ext. 1110
lfrnka@piercom.com

Kelly Whiteford
Standard Renewable Energy
(303) 449-1965
kwhiteford@sre3.com

**Standard Renewable Energy Maximizes ClimateSmart™ Loan for
residents of Boulder County**

--Now is the time to cash in on solar savings--

Aug. XX, 2009 -- The decision for Boulder County residents on the fence about installing solar panel systems just got a little easier.

Boulder County recently announced its second round of funding available through the ClimateSmart™ Loan program, which gives homeowners the opportunity to finance renewable energy and energy efficiency solutions through special loans. This financing, combined with the Standard Renewable Energy (SRE) solar instant rebate program announced earlier this summer, provides an affordable solution for Boulder County residents who have been thinking about going solar.

"SRE is making solar installations a reality for homeowners in Boulder County," said Eric Van Orden, energy efficiency manager for SRE. "Residents who take advantage of our \$2/watt instant rebate, along with the ClimateSmart Loan program and the rebate being offered through Xcel Energy, can experience incredible savings -- up to 90 percent -- on a home upgrade once thought to be out of reach for the average homeowner."

--MORE--

Standard Renewable Energy Maximizes ClimateSmart™ Loan for residents of Boulder County -- Page 2

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 their home's overall value.

In addition to renewable energy improvements, the ClimateSmart Loan also covers energy efficiency upgrades including increasing insulation, replacing inefficient heating and cooling systems, as well as sealing air leakages.

"With the fall and winter seasons bearing down on us soon, now is a good time to re-evaluate your home's energy systems with an energy audit," said Van Orden.

An energy audit is the first step in assessing how much energy a home consumes and to evaluate what measures can be taken to make that home more energy efficient. SRE conducts energy audits, and can also assist homeowners with their insulation, heating and cooling system upgrades and other energy efficiency improvements covered by the ClimateSmart Loan.

Those interested in taking advantage of ClimateSmart must obtain a quote no later than **Sept. 7** to be eligible for funds. They also must attend a mandatory workshop before the application period ends. For specifics, visit www.ClimateSmartLoanProgram.org.

--MORE--

Standard Renewable Energy Maximizes ClimateSmart™ Loan for residents of Boulder County -- Page 2

To help Boulder homeowners leverage the ClimateSmart program, SRE will be holding a series of educational sessions. **These seminars will take place on Aug. 16, Aug. 26 and Sept. 2 at the SRE office located at 3360 Mitchell Lane, Unit A in Boulder. Doors open at 5:30 p.m. and seminars begin at 6 p.m.** For more information and to RSVP, visit www.sre3.com/cslp2.

###

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 10, 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.

**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.