



Bringing renewable technology
down to **earth!**



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• Company History

Solar Direct

Drive, determination, and a resilient perseverance!

■ Established as a visionary startup, Solar Direct was forged around entrepreneurial spirit and innovative strategies

Founded in 1986, Solar Direct's initial focus was on the CleanTech market, specializing in NASA developed Geothermal Heating/Cooling systems and Heat Pipe Technology. Major undertakings included installations at high profile marine aquarium research organizations, government, commercial, and prestigious residential projects.

Over the years this energetic enterprise has weathered several substantial market slumps, including the devastating decline following the 1986 expiration of the Federal Income Tax Credits, resulting in an industry wide 93% loss of business. Solar Direct also endured the economic downturn after the bursting of the dotcom bubble, and the solar market collapse following September 11th, 2001 attacks.

As consumers migrated toward Internet purchasing, Solar Direct was one of the first renewable energy organizations to develop an online presence. In 1996 Solar Direct launched SolarDirect.com, its ground breaking educational-friendly web site.

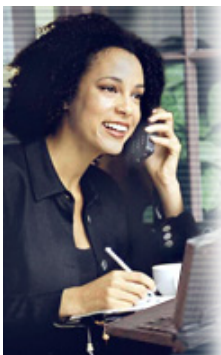
Solar Direct expanded its Internet presence in early 2003 with the creation of the Energy SuperMarket, an online e-commerce site offering customers a worldwide factory direct source for renewable, energy efficient products. The Energy SuperMarket quickly evolved into the largest, fastest growing energy supermall on the Internet.

Beginning in 2004, Solar Direct's total market expanded to include well over 30,000 customers, with more than 2000 unique visitors to the Energy SuperMarket each day.

In early 2005, a major initiative was undertaken to redesign and dramatically expand the SolarDirect.com website into the premier destination for alternative energy awareness and eco-education.

Currently, Solar Direct offers e-commerce marketing of over 350 renewable energy products worldwide, combining the existing high-tech access of its Internet purchasing experience with a major new expansion into high-touch personalized consumer education and technology selection support.

DIY Support



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