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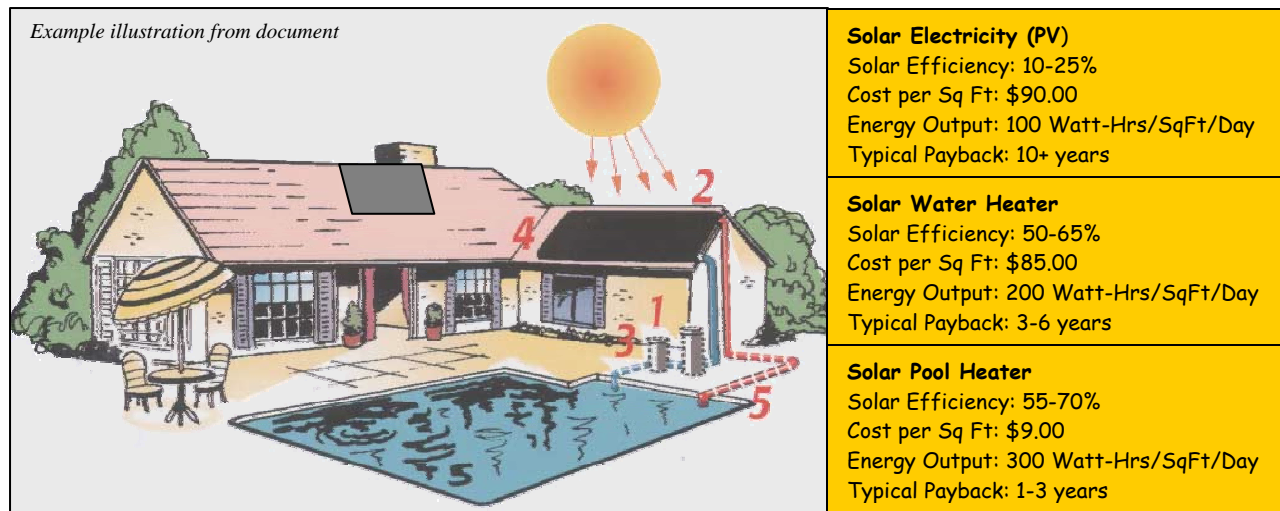
Aug 2, 2005

Dear Editor,

Following on the heels of last week's positive Senate action on the Federal Energy Bill, the Solar World Congress will be held in Central Florida during Aug 7-12, raising the awareness state-wide of this increasingly important form of Renewable Energy.

To this – Dale Gulden, CEO of Solar Direct offers Florida home-owners 16 Tips on Doing a Solar Home Make-over in the Sunshine State. Highlights include:

- **Solar Upgrades Add Resale Value to a Home.** According to the Green Building Appraisal Journal, for every \$1 in annual energy savings, \$20.73 is added to a home's resale value.
- **New Home Construction Solar has Immediate Positive Cash Flow.** As part of a new construction home with a "Green Mortgage", Solar Water Heaters offer **immediate payback** (savings in utility bills outweigh any additional mortgage payments amount).
- **Environmental Benefits of Solar.** Consumers seem increasing aware of the pollution their car emits. Less well known is the typical electrical water heater emits **two (2) tons of carbon dioxide** pollution, twice the CO<sup>2</sup> emissions of the average passenger car driven in a year. A Solar Water Heater reduces this emission by up to 90%.
- **Winning Solar Solutions.** Although solar electricity commands the lion's share of media attention – solar water heating and solar pool heating solutions offer substantial rewards in terms of lower upfront costs, faster payback, and more output per square foot. (See Figure below).



Dale is a solar industry veteran, who survived the 80's "Florida Solar Crash" by re-focusing his company strategy on Internet sales, allowing the company to double its revenue over the past two years. Should you be interested in including Dale's "Solar Home Makeover Tips" as part of an article, we would welcome providing the complete "16 Tips" document and illustrative figures to you.

Sincerely,

Lisa Thorell, Thorell Associates

*PS. If you happen to be attending The Solar World Congress in Orlando, note that Dale and Solar Direct will be in Booth #192. Dale is also giving a 20-minute talk in the Exhibit Hall Demo Area on Wed., Aug 10, 1PM-1:30.*