



Solar Direct Applauds Florida Governor Jeb Bush and State Legislators on Solar Incentives Action

Consumers and Businesses Encouraged to Line up Fast for Solar Rebates

June 19, 2006 - Bradenton, FL - Solar Direct, owner of one of the nation's most popular energy product super malls on the Internet, today congratulates Florida Governor Jeb Bush and state legislators on their efforts in creating the Solar Energy System Incentives Program as well as increasing attention to the state's need for renewable energy diversification.

Starting July 1, 2006, and extending through June 30, 2010, Florida consumers and businesses installing solar equipment, including solar photovoltaic (electricity) panels, solar water heaters and solar pool heaters will be eligible for the state's newly passed solar rebates program, slated for \$2.5 Million in appropriations the first year.

"When coupled with the Federal incentives, the new state rebates should really spur energy-conscious Floridians to make the move to a renewable energy solution in their building improvements," said Dale Gulden, CEO of Solar Direct. "Consumers and businesses need to move fast, though. With some simple math and existing orders in the queue, we can see the year's available rebates are going to be exhausted quickly, some believing within a few months."

According to the recently signed energy bill, if rebate funds are insufficient for a given year, rebate requests will be processed for the following year's allocation. Prior year requests for rebates will be given priority.

Solar Direct's consumer advisory, "16 Tips on Doing a Solar Home Makeover in the Sunshine State", updated to include the latest Florida rebate incentives, and explaining how solar home improvements contribute to environmental stewardship, is available for download at www.SolarDirect.com/solarhome.pdf. Table 1 within this document summarizes the qualifying solar products and award amounts for the new state rebate program. Also to Floridians' benefit, these systems are eligible for federal tax incentives based on the 2005 Federal Energy Act.

About Solar Direct

A pioneer in the world of energy conservation products since 1986, Solar Direct began with a focus on residential and commercial systems including solar thermal and geothermal heat pumps. Solar Direct today hosts the Internet's fastest growing energy product SuperMall, www.SolarDirect.com, offering over 350 energy-efficient leisure and appliance products to home-owners throughout all 50 states. Over the company's history, solar-based product shipments have resulted in cumulative KWh savings of 1.2 Billion KW Hrs, equivalent to 487,000 tons of CO² savings or removing 487,000 passenger vehicles off the road for one year. The company's flagship product, the Vortex™ Solar Pool Heating solution, is nationally known for its home-owner-friendly self-installation, product reliability and high customer satisfaction ratings.

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