



Bringing renewable technology
down to **earth!**



November 2008

TO THE PROSPECTIVE INVESTOR:

Solar Direct has been in the solar industry since 1986. Our rich experience has enabled the company to be a pioneer in the internet age with its online web presence established in 1996, and our world class Ecommerce site established in 2003.

We know that the company has a clear potential to grow exponentially in the years ahead.

The company has now reached a critical point where two realities have set in:

- 1) The company will not reach its greatest potential with current management, and
- 2) The company requires an investment of funds for the great potential to materialize.

Solar Direct owns substantial assets, primarily the momentum generated by its website traffic. Our website has more traffic than several websites of public companies that are far better capitalized. Consequently, Solar Direct is inundated with calls and emails to the point that we just cannot handle the volume of calls and emails coming in to adequately respond.

Our systems need help to recognize increased efficiencies. Everything from how incoming data on leads is distributed and handled, to scheduling of installation jobs, to cash management could be improved.

We, the owners, realize the need for change and welcome your scrutiny of our company in the desire to see our company prosper in the years ahead as the solar industry expands and matures.

Florida's governor, Charlie Crist, has been quoted as saying that when it comes to renewable energy, he wants to be the "Arnold" of Florida. The process has already begun, with Florida being a leading state in solar energy. This holds great potential for our seasoned and highly skilled installation side of the business.

In the meantime, the massive potential for the Ecommerce and internet presence continue to be underutilized. We have significant in-house ideas and projects on hold that contemplate a national expansion unlike any other company in the solar industry in the world.

We hope that you take the time to ask our acting CFO, Joe Sinkovic, the questions you need answered to determine if acquiring our company meets with your goals.

Thank you and regards,

Dale Gulden
CEO

Kirk Maust
COO