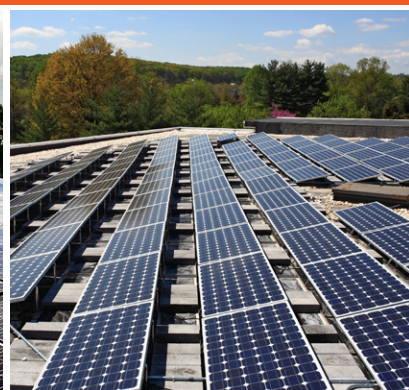




**CONTROL YOUR ENERGY COSTS
WITH SOLAR**



GOING SOLAR MAKES GOOD BUSINESS SENSE, IF ...



Your Business Can Benefit from Today's Low Solar Prices and Incentives

Solar installation prices have dropped dramatically and federal and state incentives are available to help further reduce the cost of going solar. But these incentives won't be around forever.

So now is the perfect time to consider your options for solar.



You Want Savings Without an Upfront Capital Investment

Today's financing options have eliminated the concept of payback period for solar. Several zero money down options exist—for customers who qualify—that provide immediate cost savings to your business.

We will provide you with the financing alternatives that make the most sense for your business.



You Want to Make Economic Trends Work in Your Favor

With the potential need for power companies to spend more to provide uninterrupted power generation, that also predicts the potential for rising electricity costs in the coming years.¹ Why gamble with your future electricity costs?

Solar energy can help—not harm—your bottom line as soon as it's operational.



Your Energy Budget Takes a Hit When Electricity Prices Spike

Electricity is a volatile commodity, sensitive to severe weather and fossil fuel shortages.

With a solar installation, you are hedging a portion of your load at a stable rate for 20+ years, set at a price lower than what you pay for power now.



You Have Set Sustainability Goals

Swapping out fossil fuel power for solar immediately reduces your carbon footprint and lowers emissions.

This puts your company on track to meet its environmental sustainability goals—more important now in light of new federal efforts to limit greenhouse gases.



¹Electricity prices are predicted to rise based on the following sources:

- Electricity prices will rise to ensure U.S. power grid can meet longterm demand. (www.nj.com/business/index.ssf/2014/05/prices-will-rise-to-ensure-us-power-grid-can-meet-demand.html)
- Next 4 years of electricity costs looking bleak. (www.unionleader.com/article/20150315/NEWS05/150319395/1049/news50)
- California regulators pass higher electricity rates for most residents. (www.dailynews.com/government-and-politics/20150703/california-regulators-pass-higher-electricity-rates-for-most-residents)
- Recent Electricity Price Increases and Reliability Issues Due to Coal Plant Retirements (www.americaspower.org/sites/default/files/Electricity-price-spikes_Feb_2014.pdf)
- Annual Energy Outlook 2014 with Projections to 2040. (www.eia.gov/forecasts/aeo/pdf/Q383%282014%29.pdf)



WHY CHOOSE DIRECT ENERGY SOLAR?

The Best Worry-Free Guarantees in the Business

- 10 year production guarantee
- 10 year workmanship warranty
- Manufacturers' warranties—we only use industry-leading manufacturers who back their products and performance.
- Dedicated customer care representatives who are responsive to your inquiries.

We Provide Financing Options

- **Commercial Property Assessed Clean Energy (CPACE)** provides a great **no money down**—for customers who qualify—path to **immediate savings and outstanding positive cash flow** by allowing businesses to take advantage of the Federal ITC and Accelerated Depreciation as well as state incentives.
- **Power Purchase Agreements (PPAs)** offer a **no money down** option—for customers who qualify—to realize **immediate and long term savings**. Direct Energy Solar will identify the best financing alternatives for your business or organization.
- **Operating Leases** provide another means for you to realize **immediate savings from solar without a capital investment**. An attractive option to purchase early in the life of the system exists.
- **System Purchase** remains a viable option for entities that want to **maximize their savings**. Direct Energy Solar will work with you to ensure that applicable rebates, RECS and tax incentives are identified and applied for.

Maximize Your ROI

- Direct Energy Solar engineers your system in order to optimize your return on investment. We accurately measure the available solar resource at your facility, custom-design your system, and then guarantee the output. You'll know exactly what your system will produce, an amount that we'll stand behind.
- We provide numerous high-quality equipment choices in order to deliver the best efficiency for the best price.
- Our team of solar experts personally handle every detail for you, from pre-installation paperwork for grants and rebates to final permission to operate from your utility.
- As one of the country's top SREC aggregators, in states with an SREC market, Direct Energy Solar can handle your SREC transactions in order to deliver the best value for the SRECs you generate.

A solar power system is customized for your facility, so pricing, savings, utility bill and solar bill amounts and actual returns vary based on location, system size, available solar incentives and local utility rates. Financing terms are available to customers who qualify, vary by location, and are not available in all areas. AZ ROC 292637, CA CSLB 992952, CT HIC 06289933/ELC 0200988, DE 2014104056/T1-0005731, DC 420212000078/ECC 902554, MA HIC 168228/ELC 21555A, MD ELC 12327/HIC 126447, NJ HIC 13VH05618900/ELC 34EB01175700, PA HIC PA023535, Suffolk 54817-H, Putnam PC66168, Rockland H-11532

We Are Part of the Direct Energy Family

In July 2014, Astrum Solar became a proud part of the Direct Energy family, and on April 1, 2015 we renamed our brand to Direct Energy Solar. As part of the Direct Energy family with over \$19 billion in 2014 revenue, Direct Energy Solar will continue to provide the same premier customer service and be here to support your entire solar experience—before, during, and after your installation. Our deep relationships with the leading global manufacturers ensure that we can provide you with the best products and services available.

The Direct Energy family of companies has served over six million homeowners across North America for over 15 years. Direct Energy has become one of the largest home services providers on the continent by providing professional, affordable and high-quality energy products and home services to your neighbors and we would like to do the same for you. You can trust us with your solar installation and many other home services needs.



17 OFFICES in the United States and Growing!

CALIFORNIA

Corona
Fresno
San Diego
Simi Valley

CONNECTICUT

Middletown

MARYLAND

Columbia

MASSACHUSETTS

Hopkinton
Springfield
Taunton
Westford

NEW JERSEY

Pennsauken

NEW YORK

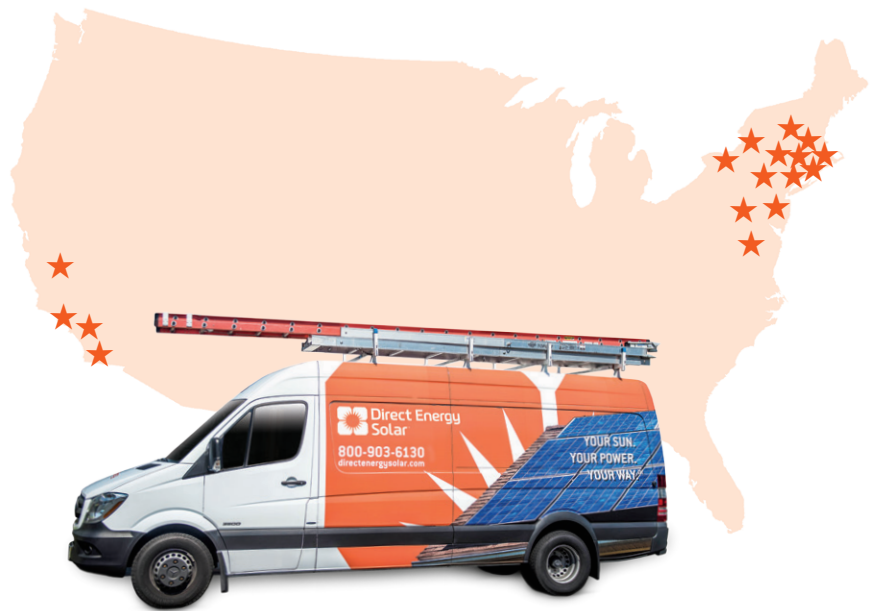
Henrietta
Middletown
Ronkonkoma
Syracuse

RHODE ISLAND

Providence

PENNSYLVANIA

Norristown



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NATIONAL HOUSING TRUST WASHINGTON, D.C.

NHT Renewable, a green affiliate of the National Housing Trust, entrusted Direct Energy Solar to install solar panels on five NHT/Enterprise Preservation Corporation properties throughout Washington, DC. On September 18, 2014, Direct Energy Solar celebrated the completion of the first NHT Renewable solar project. The U.S. Department of Housing & Urban Development's Secretary, Julián Castro, joined NHT Renewable, Direct Energy Solar, and community developers in a ribbon-cutting ceremony to celebrate the installation of solar panels at St. Dennis Apartments.

"The cost of energy is one of the single largest operating expenses in affordable housing. Solar power is helping owners maintain affordable rent," HUD Secretary Julián Castro explained.

“ Our solar investment here will, over time, repay itself again, and again, and again, making our properties and our organization and our residents sustainable.”

MICHAEL BODAKEN

PRESIDENT OF THE NATIONAL HOUSING TRUST

Not only did installing solar on the roof of St. Dennis Apartments lower the carbon footprint of the building, but it lowered the building's energy costs, making it even more affordable for residents.

"This ultimately translates into a triple win," said Secretary Castro. "A victory for building owners, a victory for residents who can achieve lower energy costs, and of course, also, a victory for all of us with better environmental results."



HUD Secretary Julián Castro at the ribbon cutting ceremony.

Here's some information about the system and its benefits:

- The 14.58 kW system consists of 54 Suniva 270-watt panels, using SolarEdge micro inverters
- The system will produce about 20,000 kWh/year—about \$3,000 of electricity!
- The system offsets the CO₂ emissions of about 14,500 pounds of coal and 4.8 tons of landfill waste.



BRIGHT FUTURE FOR NATION'S CAPITOL OFFICE BUILDING LAUNCHES LARGEST SOLAR ARRAY OF ITS KIND

NEW SOLAR PV SYSTEM IS THE LARGEST INSTALLATION BY A PRIVATELY-HELD REAL ESTATE DEVELOPER ON A CLASS A, COMMERCIAL OFFICE BUILDING IN WASHINGTON, D.C.

Washington, D.C. (January 20, 2015) – Today, Direct Energy Solar and The Tower Companies (“Tower”) announced The Millennium Building, located at 1909 K Street NW, flipped the switch on a newly installed solar photovoltaic (PV) system. This project is a first of its kind in Washington, D.C. It will help improve the district’s environmental footprint and reduce the building’s operating costs. Both Tower and Direct Energy Solar led this initiative to hopefully inspire other commercial building owners to use on-site renewable energy in building operations.

Direct Energy Solar, a Maryland based full service solar provider and a Direct Energy® company, designed and installed this 30 kW solar photovoltaic (PV) system for Tower, a privately-held and family-owned organization that has both developed and managed The Millennium Building since 1973. The 235,000 SF, multi-tenant, commercial office building is LEED® Gold Certified under Existing Buildings: Operations and Management (“EBOM”) and ENERGY STAR Certified with a current score of 86.

“When we combined the decreased cost of solar panels and the tax and SREC incentives available, the project just made good business sense and aligns with our environmental goals.”

EUGENIA GREGORIO

DIRECTOR OF CORPORATE RESPONSIBILITY FOR THE TOWER COMPANIES

“It’s encouraging to see solar catching on for commercial uses. For years, homeowners have realized the benefit of solar to lower their energy costs and help the environment. The Tower Companies is a very forward thinking leader, we hope others will follow,” said Sandy Roskes, Chief Sales Officer of Direct Energy Solar.

The new solar PV system is located on the roof and features 109 American made panels (270 watts each), with an estimated annual production of nearly 40,000 kWh. That’s equivalent to operating three elevators in the building for one year. This is the first solar PV installation on a large, commercial, class-A, office building in Washington D.C. Tower



decided to purchase instead of lease the system, which is a unique approach in the market. Tower has installed a live dashboard in the penthouse lobby, which will display the daily and on-going electricity generated and will act as a visible reminder of both the environmental and financial savings from this project.

Tower is committed to developing and managing buildings that are sustainable and socially responsible. “It’s in our DNA as an organization. We strive to be in the forefront of the green building industry and have wanted to incorporate solar for a while now,” said Eugenia Gregorio, Director of Corporate Responsibility for The Tower Companies. The project will contribute to the Sustainable DC Plan, and the long term goal of increasing renewable energy sources to 50% by 2032. According to the District Department of the Environment, there are more than 1200 PV systems in the District registered with the Renewable Portfolio Standard Program. That translates into approximately 9 MW of PV capacity. “The District of Columbia has one of the strongest solar markets in the nation thanks to the coordinated effort of industry, District Government, and strong advocates,” said Tommy Wells, Acting Director of the District Department of the Environment. “The Tower Companies’ new solar installation gets us closer to our ambitious renewable energy goals. On behalf of Mayor Bowser, I congratulate Tower for their leadership.”

CASE STUDIES



Wind Corp

177 kW | Newtown, CT



National Housing Trust

200 kW | Washington, DC



Miller's Minuteman Printing

100 kW | Owings Mills, MD



Tower Companies

29.5 kW | Washington, DC

CASE STUDIES



Liberty Utilities

816 kW | Litchfield Park, AZ



Kenwood Country Club

223.5 kW | Bethesda, MD



Met Labs

116.62 kW | Baltimore, MD



The Palisade

66.5 kW | Washington, DC