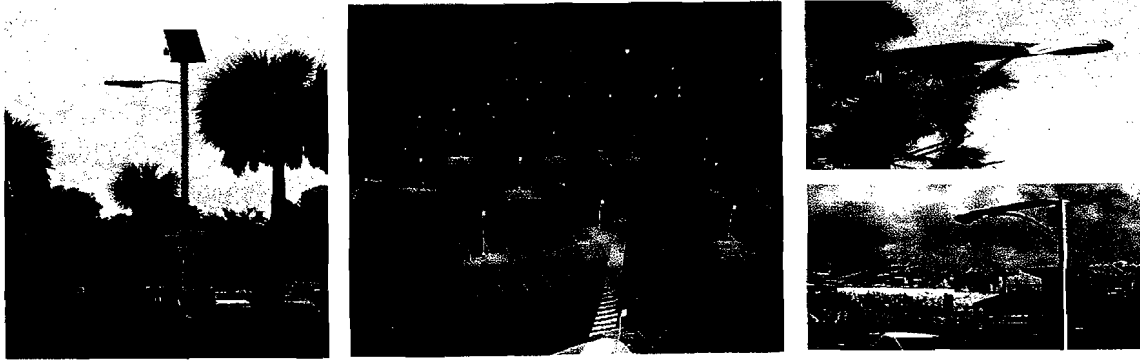


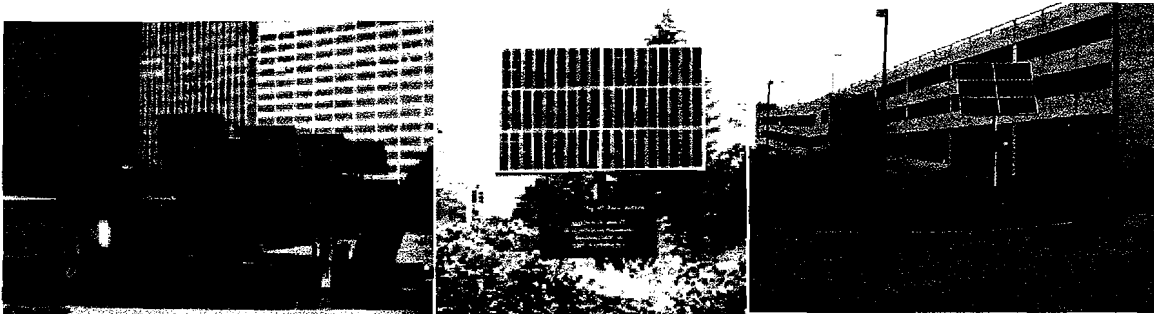
*The National Adopt-A-Watt™ Program**

21st Century Sustainable Energy – Demonstrating 21st Century Social Responsibility



SPVLs Dramatically Alter the Economics of Superior, Stand-Alone, Solar Lighting

An (SPVL), or Sponsor-able Photo-Voltaic Light, is a complete solar lighting system that uniquely provides clean lighting that reduces operating costs, and generates revenue. The SPVL is comprised of a solar array, light fixture, electronics, battery, and an acknowledgment sign. SPVLs can be attached to any standard light pole (new or existing). SPVLs can be used as stand-alone lighting systems, or their sun-generated lighting can be used to backup and or supplement grid-supplied electricity. Whereas traditional lighting systems only illuminate, SPVLs... illuminate, reduce lighting costs, provide new revenue, increase solar awareness and offer community recognition for protecting the environment.



SPVDs Facilitate Entry Into Sustainable 21st Century Energy Age... (Computer-Generated Images)

An (SPVD), or Sponsor-able Photo-Voltaic Display, is a complete solar electric system that uniquely generates both clean energy and income. The SPVD is comprised of a 5'x7' solar array, with a DC/AC inverter, disconnects, mounting pole and an acknowledgment sign. The SPVD is wired and attached to any standard electrical service panel. Its sun-generated electricity is used to reduce the need for grid-supplied electricity and has the environmental impact of planting (50) trees. SPVD's... produce clean electricity, new revenue, increase solar awareness and offer community recognition for protecting the environment.

A New Way to Break America's Dependence on Foreign Oil

Born out of the realization that government subsidies alone 'will not get the job done', the National Adopt-A-Watt™ Program (NAAWP) provides a, business- based, funding methodology, to facilitate America's transition to clean energy and alternative fuels.

The NAAWP has gathered the support of 41 Clean Cities Coalitions in 21 states and is endorsed by many alternative fuel organizations. Furthermore, a distinguished Advisory Board has been established that features Actor, Environmentalist, and Goodwill Ambassador to the United Nations, Linda Gray.

Project discussions have been generated with agencies from Massachusetts to Hawaii for rest areas, travel plazas, bridges, tunnels, airports, sports/entertain complexes, schools, hospitals, transit-light rail/bus stops, etc. Please use the following link <http://www.csrwire.com/News/11866.html> for a media advisory, welcoming several new airports to the NAAWP and http://www.adopt-a-watt.com/news_articles.htm for recent CBS/WWJ, NPR, Detroit News, etc media coverage of our program.

The Big Idea

The greatest obstacle to implementing a renewable U.S. energy system is not technology or money. It is the lack of public awareness... Jan. 08 Scientific American

Create a new, combined, solar energy/alternative media platform that will increase clean energy awareness and initiate a chain reaction of participation. Design a sponsorship program for these new platforms that will, at no cost, permit institutions (Hosts) to become 'part of the solution' and offer (Sponsors) a high-profile opportunity to generate favorable 'brand awareness' and Return On Investment (ROI) to encourage their support.

How to 'Make a Difference' and Reduce Operating Costs

This innovation utilizes the time-tested principles of successful Naming Rights, Logo and Adopt-A-Highway *acknowledgment* programs, within a Public-Private-Partnership framework. The NAAWP creates sponsoring opportunities for highly visible, community benefiting, SPVLs/SPVDs. The amount of the sponsoring fee is determined through a 'virtual auction' bidding process at www.adopt-a-watt.com. A portion of the sponsoring fee is deducted to pay NAAWP's management fee and to finance, insure, and maintain each SPVL/SPVD. Money raised in excess of these costs fund new energy efficient electrical devices or pay for the purchase of alternative fuel vehicles and infrastructure. All excess funding is used to reduce fossil fuel consumption.

Financially strapped institutions serve as Hosts and are the program beneficiaries. The Sponsors, of the NAAWP receive community recognition for their support in the form of an acknowledgement sign attached to the SPVL/SPVD, as well as associated media coverage, awards etc. In addition to offering individuals, foundations and non-profits an impacting and visible means of displaying philanthropy, the NAAWP presents an exciting, new, alternative media platform for corporations to benefit the communities they serve while demonstrating 21st century Corporate Social Responsibility (CSR).

The Big Idea #2

Re-Direct a Portion of Extremely Wasteful Print Media Advertising to the NAAWP

Facts

In 2005, US advertisers spent over \$65 billion on print media advertising, requiring enormous amounts of fossil fuel to produce and deliver, while creating a mountain of waste paper... each year, more than 100 million trees' worth of bulk mail arrive in American mailboxes... 44% of all Junk Mail Goes Into Landfills Unopened!

A very important aspect of our 'mission' is to encourage companies to re-direct 10% of their, extremely wasteful, print media advertising to our, high profile, community benefiting program. This reallocation of present 'marketing spend' would be at no additional cost to corporations and will still generate critical brand awareness, but at the same time demonstrate Corporate Social Responsibility (CSR)... putting a "halo" on their brand with impacting Return On Investment (ROI).

This 'painless' course of action would, provide \$6-7 billion dollars, yearly, to fund clean energy and alternative fuel infrastructure for cash-strapped public agencies!

Hosts and Planet Benefits

- **Reduces air pollution and greenhouse gas emissions**
- **Reduces America's consumption of fossil fuels**
- **Visibility will raise awareness and encourage a chain reaction of participation**
- **Helps public agencies meet clean energy and alternative fuel objectives**
- **Reduces public agencies operating costs**
- **Generates positive publicity and enhances public agencies image**
- **Stimulates local employment/economy**
- **Stimulates long-term cost reductions for clean energy**
- **Reduces the vulnerability of our nation's energy infrastructure**
- **Reduces America's dependence on foreign oil**
- **Saves trees**
- **Reduces pollution from production and distribution of print media**
- **Reduces waste from going into landfills**

Sponsors Benefits

- **365 days per year visibility at high profile locations**
- **Eye-attracting, alternative media platform...solar is the icon for 21st century clean energy**
- **Helps meet company's environmental objectives**
- **Demonstrates civic leadership and enhances public image**
- **Generate current customer and investor loyalty**
- **Create employee pride**
- **Attract environmentally conscious clients/customers/tenets/shareholders... ROI**
- **Spotlights de-carbonization efforts**
- **Creates a "halo" brand...reduces 'junk' mail and America's use of foreign oil**
- **Completely Managed and 3rd Party Verified Program**
- **Generate positive local publicity**
- **Letter of commendation from Mayors/Directors etc.**
- **CSRwire... the leading source of corporate social responsibility and sustainability news**

***This Trade Marked name and Patent Pending devise and funding methodology is broadly applicable to all alternative energy production and storage when combined with any form of acknowledgment or advertising and beneficially used in any self-funding arrangement.**

Sample Acknowledgement Sign



**CITY OF
FERNDALE**

ADOPT-A-WATT™
A National Clean Energy Program

SPONSORED BY

ORGANIZATION

Must Comply With FHWA Acknowledgement Sign Standards as set Forth in MUTCD, Section 1A.01- Chapter 2A

Contact:

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