



Bringing renewable technology
down to earth!



Vision: Establish a unique franchise business model by utilizing cutting edge green technologies that promote health, efficiency, and environmental harmony to create a national shift in the way we live.

Mission: Inspiring Others to Discover Environmentally Responsible Solutions!

History: Founded in 1986, Solar Direct's initial focus was on the Clean-Tech market, specializing in NASA developed Geothermal Heating/Cooling systems and Heat Pipe Technology. Solar Thermal systems, both swimming pool and domestic water heating, have been the core product line through out the company's history – having installed thousands of systems within Florida.

As consumers migrated toward Internet purchasing, Solar Direct was one of the first renewable energy organizations to develop an online presence. In 1996 Solar Direct launched SolarDirect.com, its ground breaking educational-friendly web site.

Solar Direct expanded its Internet presence in early 2003 with the creation of the Energy SuperMarket, an online e-commerce site offering customers a worldwide factory direct source for renewable, energy efficient products. The [Energy SuperMarket](#) quickly evolved into the largest, fastest growing energy super-mall on the Internet.

Beginning in 2004, Solar Direct's total market expanded to include well over 30,000 customers, with more than 2000 unique visitors to the Energy SuperMarket each day.

In 2005, Solar Direct's residential and commercial installation division made a major expansion of Solar Electric PV system construction as government incentives made them more financially viable. The Engineering Department was also expanded to offer design services for larger commercial projects with Mechanical, Structural and Industrial Systems disciplines.

Solar Direct is a Bonded, Insured and [Florida State Licensed](#) Solar and Electrical Contractor. It is a member of the Solar Energy Industries Association (SEIA), Florida SEIA, OUC Preferred Contractor Network and the Green Builders Coalition. The company regularly makes [headlines](#) with its progressive business practices and innovative projects.

Clients include U.S. Embassies, U.S. Coast Guard, NASA, Schools, State Parks, Hospitals, Utilities and many corporations. For a sample of our work, visit our online [Case Studies](#) and Gallery of [Solar Electric](#), [Solar Water Heater](#), and [Solar Pool Heater](#) Installations.

Residential Customer References

1. Name of Customer: Jon Dean

List of services provided: Installation of solar electric and solar hot water systems

Address: 14035 NW C.R. 464-B
Morriston, FL 32668

Contact person: Jon Dean

Contact person phone number: 352-368-2800

Dates/duration of services: March 15, 2007

Description of Project: 4.56 KW PV System
PT 50 Solar Hot Water System



2. Name of Customer: Kerul Kassel

List of services provided: Installation of Solar Electric System

Address: 3323 Schoolhouse Road
St. Cloud, FL 34773

Contact person: Kerul Kassel

Contact person phone number: 407-957-1494

Dates/duration of services: April 27, 2007

Description of Project: 4.8 KW Grid Tie Solar Electric System



3. Name of Customer: Pedro Santiago

List of services provided: Installation of Solar Electric, Solar Hot Water and Solar Pool Heating systems. Also installations of Solar Attic Fan, Tubular Skylights and Metlund Hot Water Demand System.

Address: 633 Quail Lake Drive
Debary, FL 32713

Contact person: Pedro Santiago

Contact person phone number: 386-774-8686

Dates/duration of services: October 29, 2007

Description of Project: Total Solar Home Makeover



4. Name of Customer: Rose Walton

List of services provided: Installation of Solar Hot Water and Solar Electric Systems

Address: 7801 Bayshore Drive
St. Petersburg, FL 33706

Contact person: Rose Walton

Contact person phone number: 727-360-2450

Dates/duration of services: May 11, 2007

Description of Project: 5.25 KW PV Grid-Tie System and PT 50 Solar Hot Water System



5. Name of Customer: Peter Belmont

List of services provided: Installation of Solar Electric System

Address: 102 Fareham Place North
St. Petersburg, FL 33701

Contact person: Peter Belmont

Contact person phone number: 727-823-4612

Dates/duration of services: April 19, 2007

Description of Project: Installation of 2.4 KW Grid Tie PV system



6. Name of Customer: Desi Saludes

List of services provided: Installation of Solar Hot Water

Address: 6014 Hovan Avenue
Plant City, FL 33565

Contact person: Desi Saludes

Contact person phone number: Desi Saludes

Dates/duration of services: May 3, 2007

Description of Project: PT 50 to existing tankless hot water heater

7. Name of Customer: Kathryn Feig

List of services provided: Installation of Solar Electric Grid Tie w/battery backup

Address: 1480 Nine Mile Road
Labelle, FL 33935

Contact person: Kathryn Feig

Contact person phone number: 863-675-9993

Dates/duration of services: March 15, October 19, and November 5, 2006

Description of Project: Installation of PT 40 Solar Hot Water Heater -
March 15, 2006
Installation of Solar Pond Aeration System -
October 19, 2006
Installation of 4.56 KW Grid Tie Solar Electric
System w/battery back up –
November 5, 2006

Commercial References

1. Name of Customer/Business: Hardee County Recreation Complex

List of services provided: Installation of solar pool heating system

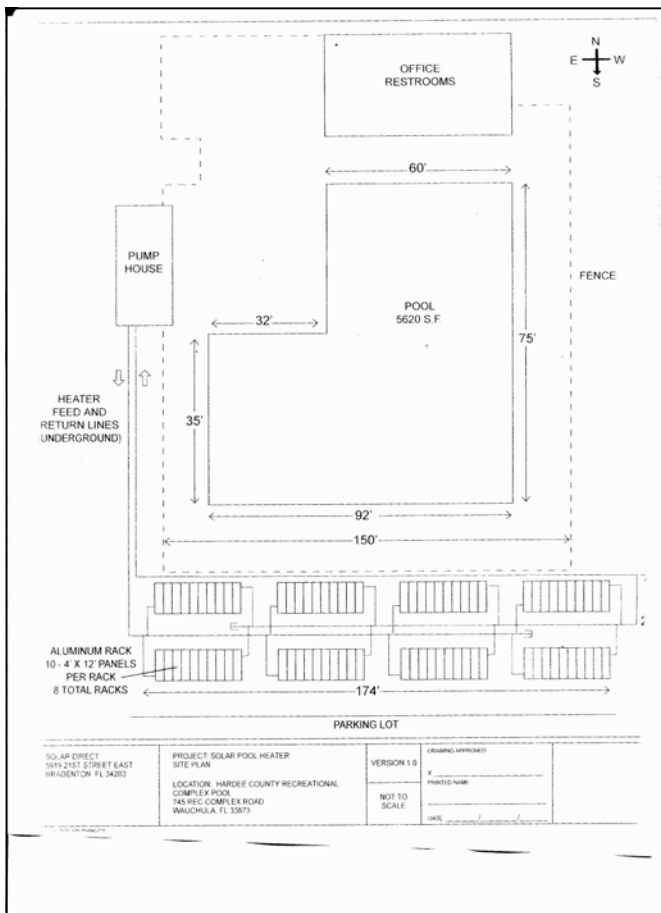
Address: 745 Rec Complex Road
Wauchula, FL 33873

Contact person: Dick Dagett

Contact person phone number: 863-773-4754

Dates/duration of services: February 21, 2007

Description of Project: Solar pool heating system for Hardee County
80 4x12 panels



2. Name of Customer/Business: Ocean Gate General Contractors

List of services provided: Installation of solar hot water systems

Address: 12549 State Park Drive
Clermont, FL 34711

Site Address: Lake Louisa State Park
7305 US Highway 27
Clermont, FL 34711

Contact person: Larry Rasco
Chuck McIntire

Contact person phone number: 407-832-2446 Larry Rasco
352-394-3969 Chuck McIntire

Dates/duration of services: December 17, 2004 – March 28, 2005

Description of Project: Lake Louisa State Park Cabin Development
Installation of passive solar hot water systems
(PT 50) on 20 cabins



3. Name of Customer/Business: Lake Tarpon Village

List of services provided: Installation of solar pool heating

Address: 43 Village Greenway
Palm Harbor, FL 34684

Contact person: Art Guild

Contact person phone number: 727-786-8352

Dates/duration of services: May 8, 2007

Description of Project: Installation of 36 4x14 solar pool heating panels on an 85,000 gallon pool

4. Name of Customer/Business: High Point West HOA

List of services provided: Installation of heat pump

Address: 1901 South Seacrest Boulevard
Boynton Beach, FL 33435

Contact person: Carol Shulinski

Contact person phone number: 561-733-1497

Dates/duration of services: June 13, 2006

Description of Project: Installation of heat pump on public pool

5. Name of Customer/Business: Lee Memorial Health Systems
Wellness Center Pool

List of services provided: Installation of chlorine generation system

Address: 609 SE 13th Ct.
Cape Coral, FL 33990

Contact person: Jim Lyons

Contact person phone number: 239-573-4514

Dates/duration of services: May 9, 2006

Description of Project: Installation of in-line electrolytic chlorinator on 24,933 gallon pool

2007-08

SARASOTA COUNTY LOCAL BUSINESS TAX RECEIPT

ACCOUNT NO.

THIS TAX DOES NOT ASSURE QUALITY OF WORK OR CONFIRM THAT REGULATORY OR ZONING REQUIREMENTS HAVE BEEN MET. IT IS THE OWNER'S RESPONSIBILITY TO ENSURE COMPLIANCE.

2301100029801

MACHINES ROOMS SEATS EMPLOYEES 2

BUSINESS TYPE 230110 SOLAR (RES) CONTRACTOR - CERTI

BUSINESS ADDRESS 8051 N TAMIAMI TR STE #8 SARASOTA uninc FL 34243-0000

PAID-6088907.0001-0001 HSP 09/05/2007 11.81

SOLAR DIRECT FL#CWC029795 5919 21ST STREET EAST BRADENTON FL 34203-0000

ACTIVE

Handwritten signature of Barbara Ford-Coates

BARBARA FORD-COATES, TAX COLLECTOR 101 S. WASHINGTON BLVD., SARASOTA, FL 34236-6993 (941) 861-8300 www.SarasotaTaxCollector.com • Info@SarasotaTaxCollector.com

MUST BE DISPLAYED IN A CONSPICUOUS PLACE VALID UNTIL 10/1/08

AC# 2765404

STATE OF FLORIDA

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION CONSTRUCTION INDUSTRY LICENSING BOARD

SEQ# L06083002457

DATE	BATCH NUMBER	LICENSE NBR
08/30/2006	068038670	CWC029795

The SOLAR ENERGY SPECIALTY CONTRACTOR Named below IS CERTIFIED Under the provisions of Chapter 489 FS. Expiration date: AUG 31, 2008

MAUST, KIRK ALAN SOLAR DIRECT INC 8051 N TAMIAMI TRAIL SARASOTA FL 34243

JEB BUSH GOVERNOR

SIMONE MARSTILLER SECRETARY

DISPLAY AS REQUIRED BY LAW

AC# 3391935

STATE OF FLORIDA

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION ELECTRICAL CONTRACTORS LICENSING BOARD

SEQ# L07090504718

DATE	BATCH NUMBER	LICENSE NBR
09/05/2007	070060550	EC13002053

The ELECTRICAL CONTRACTOR Named below IS CERTIFIED Under the provisions of Chapter 489 FS. Expiration date: AUG 31, 2008

VOSS, JEFFREY R SOLAR DIRECT INC 5919 21ST ST E BRADENTON FL 34203

CHARLIE CRIST GOVERNOR

HOLLY BENSON SECRETARY

DISPLAY AS REQUIRED BY LAW

ACORDTM CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
4/16/2008

PRODUCER
Dick, Johnson & Jefferson, Inc. - PARRISH
8405 US Hwy 301 N
Suite 102
Parrish, Florida 34219

Phone: (941)776-3922
Fax: (941)776-3944

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED
Solar Direct Inc
5919 21st St East
Bradenton, FL 34203

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: The Hanover Insurance Company	22292
INSURER B: Progressive Express Insurance Company	10193
INSURER C:	
INSURER D:	
INSURER E:	

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADD'L LTR INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	ZHJ722612504	11/6/2007	11/6/2008	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 1,000,000 PRODUCTS - COM/OP AGG \$ 1,000,000
B	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS	05770473-0	5/16/2007	5/16/2008	COMBINED SINGLE LIMIT (Ea accident) \$ 300,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
	EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below				<input type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
	OTHER				

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

SOLAR HEATING INSTALLATION AND REPAIR CONTRACTOR

CERTIFICATE HOLDER

Holder's Nature of Interest : Certificate Holder
 ORLANDO UTILITIES COMMISSION
 ATTN: RAY SCULLIAN
 500 S ORANGE AVE
 ORLANDO, FL 32801

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 10 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE
Wendy M. Carr

ACORD™ CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
4/16/2008

PRODUCER
Patriot Risk Services, Inc.
1061 521 Corporate Center Drive, Suite 140
Fort Mill, South Carolina 29715
Phone (803) 396-5200 Fax (803) 396-5283

INSURED
Integrity Employee Leasing, Inc.
3622 Tamiami Trail
Port Charlotte, Florida 33952

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: Guarantee Insurance Company	2300
INSURER B: National Indemnity Insurance Company	2429
INSURER C:	
INSURER D:	
INSURER E:	

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR/ADD'L LTR	INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS															
		GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC				EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$															
		AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS				COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$															
		GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$															
		EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE \$ RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ \$															
A		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below	GPEO 121000001-108	1/1/2008	1/1/2009	<table border="1"> <thead> <tr> <th></th> <th>WC STATU-TORY LIMITS</th> <th>OTH-ER</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="checkbox"/></td> <td></td> <td></td> </tr> <tr> <td>E.L. EACH ACCIDENT</td> <td></td> <td>\$ 1,000,000.00</td> </tr> <tr> <td>E.L. DISEASE - EA EMPLOYEE</td> <td></td> <td>\$ 1,000,000.00</td> </tr> <tr> <td>E.L. DISEASE - POLICY LIMIT</td> <td></td> <td>\$ 1,000,000.00</td> </tr> </tbody> </table>		WC STATU-TORY LIMITS	OTH-ER	<input checked="" type="checkbox"/>			E.L. EACH ACCIDENT		\$ 1,000,000.00	E.L. DISEASE - EA EMPLOYEE		\$ 1,000,000.00	E.L. DISEASE - POLICY LIMIT		\$ 1,000,000.00
	WC STATU-TORY LIMITS	OTH-ER																			
<input checked="" type="checkbox"/>																					
E.L. EACH ACCIDENT		\$ 1,000,000.00																			
E.L. DISEASE - EA EMPLOYEE		\$ 1,000,000.00																			
E.L. DISEASE - POLICY LIMIT		\$ 1,000,000.00																			
X		OTHER Employers Liability																			

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

Workers' Compensation coverage is for leased employees of but not subcontractors of:
Solar Direct, Inc., 5919 21st Street East, Bradenton, FL 34203
FAX: 941-359-3848

CERTIFICATE HOLDER

Orlando Utilities Commission
 Attn: Ray Scullian
 500 South Orange Ave
 Orlando, FL 32801

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL **30** DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE

Kathleen Lewis