

Ireland's Surface Power Signs Major Strategic Partnership Agreement with Solar Energy Initiatives

Agreement will place the company's industry-leading SP501 solar collector in all 50 states

WASHINGTON and DUBLIN, March 17 2010 -- In a major expansion of its global market presence, Ireland-based [Surface Power](#), a leading designer and manufacturer of solar thermal products, today announced a strategic partnership agreement to expand into the multi-billion dollar solar heating and solar air-conditioning market with [Solar Energy Initiatives](#), headquartered in Florida. The collaboration will focus on the sale and distribution of Surface Power's SP501 solar thermal collector - one of the most productive and flexible on the market - for hot water, heating and solar air-conditioning applications in residential, commercial and industrial buildings.

The agreement was announced during a Trade and Investment Mission to the U.S. led by Ireland's Prime Minister, Brian Cowen. The Mission was organized by [Enterprise Ireland](#), the Irish state agency responsible for the development and promotion of the indigenous Irish business sector.

In congratulating the Surface Power team on their partnership with Solar Energy Initiatives, Prime Minister Cowen said, "I'm pleased to know that technology developed in Ireland will be making a valuable contribution to the solar industry in the U.S."

Surface Power develops proprietary solar technology for the production of renewable energy for hot water, heating, process water, air conditioning, electricity generation and water treatment applications. Solar Energy Initiatives, Inc. (OTC Bulletin Board: SNRY), d-b-a SNRY Solar, is a diversified provider of solar solutions with three principal operating groups focused on large-scale projects, solar education and distribution of solar products throughout the United States and the Caribbean.

"We are very excited about our announcement with Surface Power. The current and future products offered by Surface Power's European technologies have disruptive market implications, especially in solar air-conditioning and heating, which creates a new market segment for Solar Energy Initiatives," said David Fann, Chief Executive Officer of Solar Energy Initiatives.

John Quinn, Surface Power's CEO stated, "Our SP501 is the world's most productive solar thermal collector per dollar invested and demonstrates excellent performance in all conditions, including Northern climates.

Now, for the first time, the solar industry can offer solutions for large-scale commercial applications, including solar air-conditioning."

The first distribution hub will be based in South Carolina and will incorporate world leading solar training and large scale commercial project demonstrations.

"We are excited to have Solar Energy Initiatives and their vision of bringing the solar industry to the State of South Carolina," said Senator J. Yancey McGill, State Senator for South Carolina. "Their 'Renew the Nation and Renew South Carolina' state-of-the-art programs bring needed jobs and high technical training for the solar industry to the state, region and nation."

Surface Power's SP501 solar thermal collector was designed, developed and rigorously tested across a wide range of climates, including those with a high incidence of wind, rain and clouds. Unlike competitive collectors, the SP501 is a direct flow non-metal transfer (DFNMT) solar hot water collector designed for high

water temperatures. This means it can be used for simple year-round domestic hot water systems or for more challenging heating and cooling, air conditioning and water treatment applications.

For more information about Surface Power, please visit www.surfacepower.com.

For more information about Solar Energy Initiatives, Inc., please visit www.solarenergy.com.

For more information on Enterprise Ireland, please visit www.enterprise-ireland.com or www.americas.enterprise-ireland.com

About Solar Energy Initiatives, Inc.

Solar Energy Initiatives, Inc. (OTC Bulletin Board: SNRY), d-b-a SNRY Solar, is a diversified provider of solar solutions with three principal operating groups focused on large-scale projects, solar education and distribution of solar products. The Project Services Group (PSG) is a developer and manager of municipal and commercial scale solar projects. The Solar Eos Group (SEG) is dedicated to the education and continuous improvement of solar energy trade professionals. The Integrated Supply Group (ISG) is a wholesale distributor of branded photovoltaic and thermal (water heating) systems selling via an exclusive network of dealers throughout the United States and the Caribbean.

Through its diversified portfolio of solar businesses, the SNRY Solar is committed to restoring the nation's economy through a grassroots campaign called 'Renew the Nation'. Renew the Nation brings together a broad alliance of public and private sector interests focused on workforce development, job creation and economic growth through solar energy. For more information please visit www.solarenergy.com

About Planet Power, Limited T/A Surface Power

Surface Power develops proprietary solar technology for the production of renewable energy for hot water, heating, process water, air conditioning, electricity generation and water treatment applications.

www.surfacepower.com