

“Renewable Energy Success Stories – Making the Most from Renewable Energy Projects”

October 25, 2007

For the Solar Summit Southeast Conference

Mel Jones

President and Chief Executive Officer

Company Background and Clients

- First nationwide green power marketer with 100% green energy choice – Founded in 2000
- Sold over **14,638,552,564** kWh of green energy (equal to **1,408,637** average residential customers or avoidance of **7,999,096** trips between New York City and Los Angeles)
- Nation's leader in renewable kWh sales
- Largest Transaction in U.S. green energy history (Pepsi)
- Buyer and seller of environmental attributes (RECs, White Tags™ and Carbon Credits)

864 Large Clients

Universities (38)

- Harvard 
- Yale 
- Duke 
- University of Utah 
- Florida State 

Utilities (50)

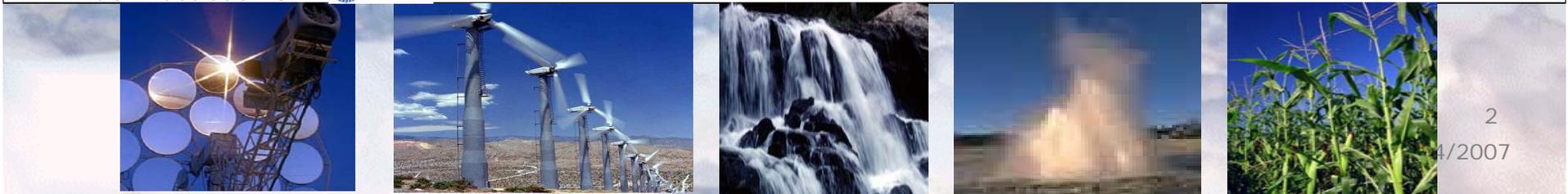
- FPL 
- Con Edison 
- PEPCO Energy 
- Constellation 
- Connecticut P&L 

Commercial & Industrial (651)

- Alcoa 
- DuPont  *The miracles of science™*
- Johnson and Johnson 
- Pepsi 
- Staples 
- Nike 
- Whirlpool 
- 2004 Democratic Convention
- 2004 Republican Convention
- NFL (2007 Super Bowl)
- Coca Cola 

Government (125)

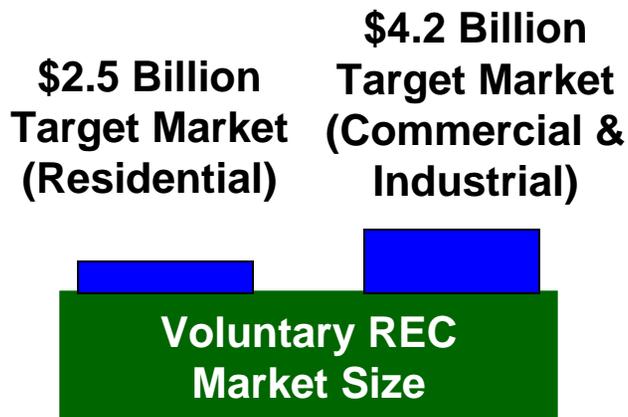
- US Air Force 
- US Army 
- Homeland Security 
- NASA  National Aeronautics and Space Administration
- Western Area Power Administration
- US EPA 
- US GSA  U.S. General Services Administration
- National Renewable Energy Lab
- Veterans Affairs 
- State of New York
- State of Illinois



Green Energy Market and Market Size

**U.S. Electricity Market is
Over \$250 Billion a Year**

**\$10 Billion - \$3 Trillion
Target Market
(Global Green House
Gas Emissions)
Current Estimated at
\$1.2 Trillion in 2012**

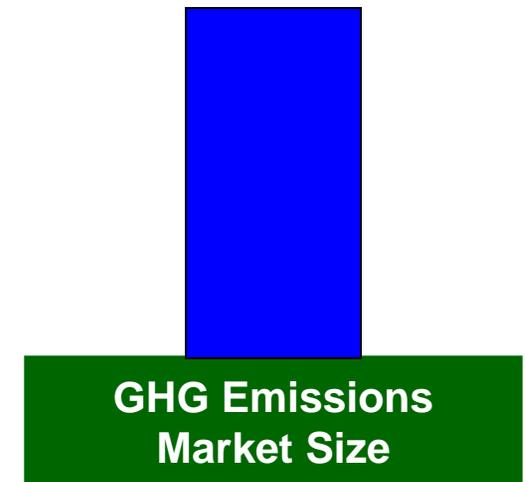


Source: Department of Energy

**\$53 Billion
Target Market
(RPS)**



Source: Global Energy Decisions



Source: Price Waterhouse-Coopers / Canter Fitzgerald

Customers Voluntary Pay More

24 Utility Marketing Programs in:

- Florida
- New York
- New Jersey
- Connecticut
- Massachusetts
- Rhode Island

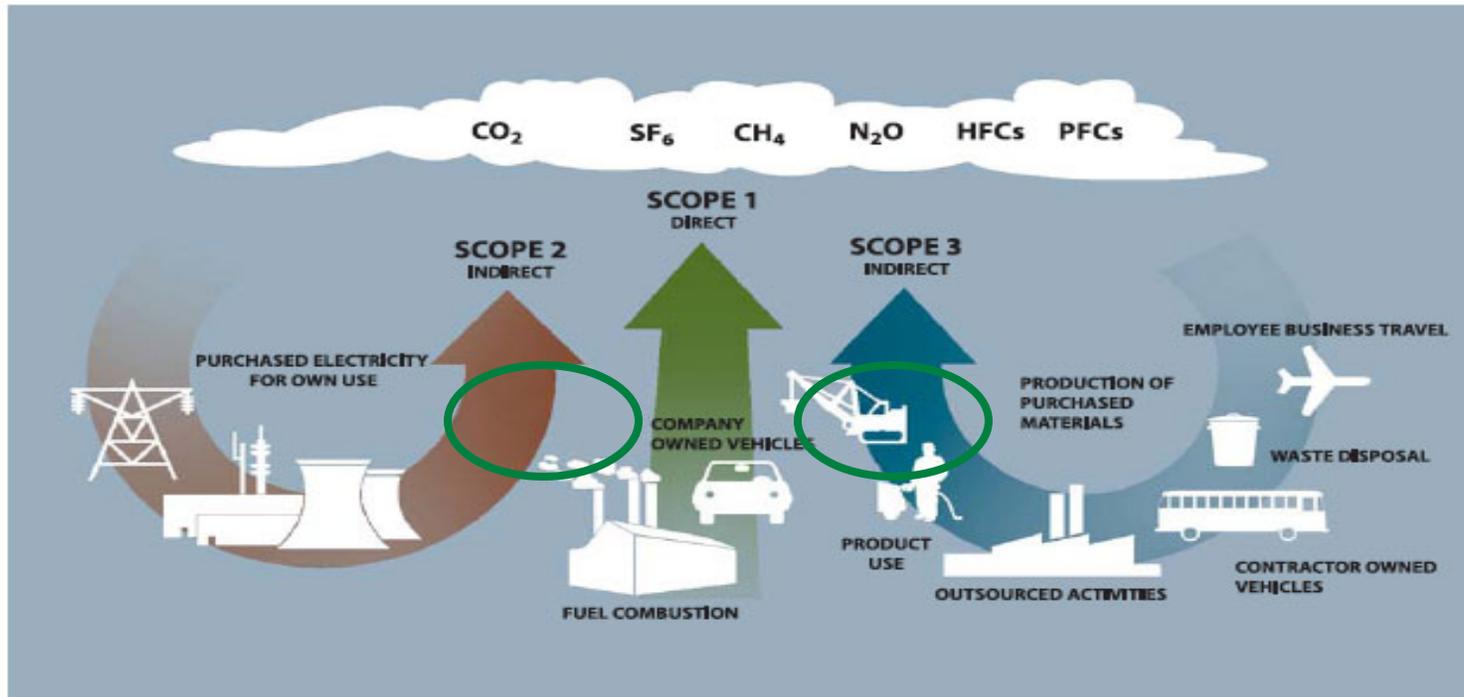
Very Early in its Definitions and Rules

More Advanced in:

- Europe
- Japan

Intersection of RECs, White Tags™ and Carbon Credits

FIGURE 5 | OPERATIONAL BOUNDARIES



Source: New Zealand Business Council for Sustainable Development.

Top 25 Renewable Energy Purchasers

	<u>Ranking</u>	<u>% of Load</u>	<u>Total Annual Volume</u>	
• PepsiCo	#1	100%	1,687,252,361	Sterling Planet
• Wells Fargo	#2	42%	550,000,000	
• Whole Foods Market	#3	100%	463,128,000	
• U.S. Air Force	#4	4%	457,500,000	Sterling Planet
• Johnson & Johnson	#5	39%	400,702,978	Sterling Planet
• U.S. EPA	#6	100%	329,880,185	Sterling Planet
• LA County Sanitation Districts	#7	57%	196,003,000	
• Starbucks	#8	20%	185,000,000	
• DuPont	#9	4%	180,000,000	Sterling Planet
• U.S. DOE	#10	3%	165,063,000	Sterling Planet

Sterling Planet Has Sold to 6 of the Top 10 Purchasers

Top 25 Renewable Energy Purchasers (continued)

	<u>Ranking</u>	<u>% of Load</u>	<u>Total Annual Volume</u>	
• Vail Resorts	#11	100%	152,000,000	
• New York University	#12	100%	136,000,000	Sterling Planet
• HSBC North America	#13	35%	124,544,000	
• Cisco Systems	#14	21%	124,105,846	
• Staples	#15	20%	121,404,000	Sterling Planet
• The World Bank Group	#16	100%	114,735,000	
• University of Pennsylvania	#17	29%	112,000,000	
• IBM Corporation	#18	4%	109,704,000	
• U.S. Department of Veteran Affairs	#19	3%	90,000,000	Sterling Planet
• NatureWorks LLC	#20	89%	89,000,000	Sterling Planet
• Sprint Nextel	#21	47%	87,600,000	
• Safeway	#22	2%	87,000,000	
• Pennsylvania State University	#23	20%	83,600,000	Sterling Planet
• Kohl's Department Stores	#24	8%	80,152,000	
• Nike	#25	72%	79,820,000	Sterling Planet

Sterling Planet Has Sold to 12 of the Top 25 Purchasers

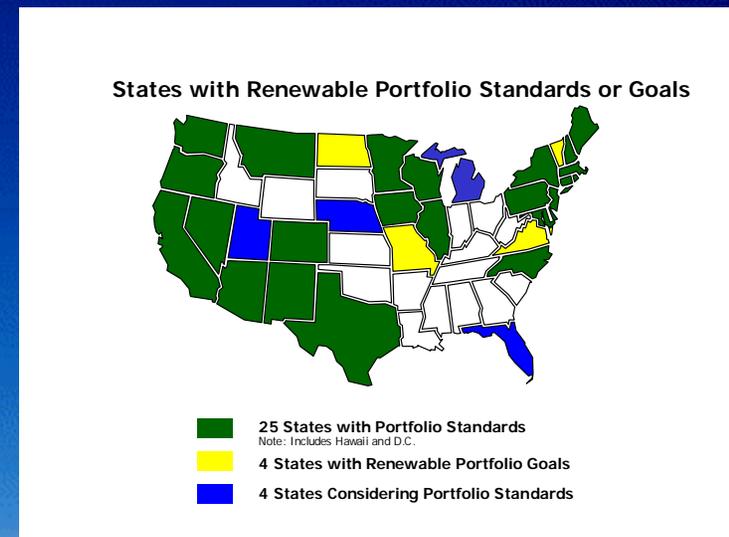
REC Markets

Voluntary market

- Customers voluntarily pay more for renewable energy
- Sterling Planet participating in utility renewable energy marketing programs in CT, FL, MA, NJ, NY, RI and DC

Mandated market

- 29 states with portfolio standards or goals (green and yellow); 4 states considering (blue)
- Sell RECs directly to the utility to satisfy RPS
- Manage RECs exchange among utilities
- Provide RECs to government agencies currently 125)



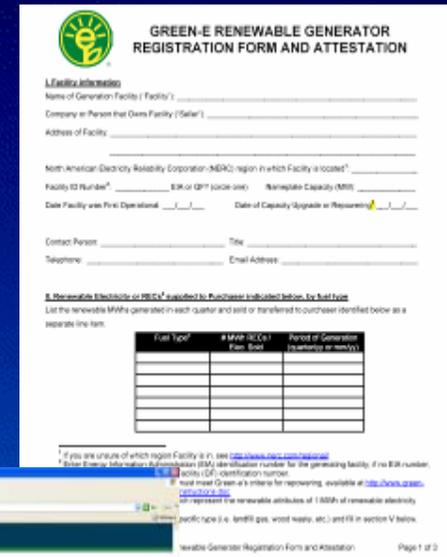
REC Transaction and Delivery

RPS (Mandatory) markets

- Transaction by bilateral contract
- Delivery by GIS Tracking Systems (PJM GATS, NEPOOL GIS, M-RETS, WREGIS)

Voluntary markets

- Transaction by bilateral contract
- Delivery by Green-e generator attestation form or ERT attestation



GREEN-E RENEWABLE GENERATOR REGISTRATION FORM AND ATTESTATION

I. Facility Information

Name of Generation Facility ("Facility") _____
Company or Person that Owns Facility ("Seller") _____
Address of Facility: _____

North American Electricity Reliability Corporation (NERC) region in which Facility is located: _____
Facility ID Number* _____ EIR or QIP (once used) _____ Multiple Capacity (M/C) _____
Date Facility was First Operational: ____/____/____ Date of Capacity Available or Representing: ____/____/____

Contact Person: _____ Title: _____
Telephone: _____ Email Address: _____

II. Renewable Electricity (or RPT) Generated by Purchaser (indicated below, by fuel type)

List the renewable MWh generated in each quarter and sold or transferred to purchaser identified below as a separate line item.

Fuel Type*	# MWh (R/C) / Fuel Cost	Period of Generation (Quarter or month(s))

* If you are unsure of which region Facility is in, see <http://www.nerc.com/regions>
* Enter Energy Information Administration (EIA) identification number for the generating facility, if no EIR number
* If not used Green-e is a reference for reporting, available at <http://www.eia.doe.gov>
* If represent the renewable attributes of 100% of renewable electricity
* Specific type (i.e. landfill gas, wood waste, etc.) and fill in section V below.

Renewable Generator Registration Form and Attestation Page 1 of 2



Renewable Energy Buying Trends

Reason to Purchase Renewable Energy

Trend

- **Product Differentiation – 59.2%**
- **Support / Head Off Activism – 13.9%**
- **Compliance – 17.7%**
- **Public Relations – 4.9%**
- **Corporate Social Responsibility – 4.3%**
 - It's the right thing to do



For more information . . .

Mel Jones, President and Chief Executive Officer

Sterling Planet

3295 River Exchange Drive

Suite 300

Norcross, Georgia 30092-4238

(404) 513-0259

mjones@sterlingplanet.com