

July 13, 2009

Green Hope

We invite you to read the first release of our Energy Smart Industry Newsletter, complete with the latest in energy efficient solutions, legislation, and relevant articles. ESI feels that LED retrofit education is key and our strongest alliances are made with those that are informed and aware of the opportunity that exists.



After Obama declares “a new era of energy exploration in America” LED retrofits on par with efficiency measures

Obama pitches his energy plan as a win-win for the economy and the environment.

President Obama has made energy efficiency a priority within just the first seven months of his term. One of the fastest roads to energy efficiency is to reduce consumption and the simplest approach to energy conservation is to change a light bulb. Retrofitting an entire building has the biggest energy savings potential and will significantly reduce your carbon footprint.

LED's (light emitting diodes) are recommended by the U.S. Department of Energy (DOE) and offer substantial savings for commercial businesses,

government buildings and homeowners. They trump all former types of light including florescent and incandescent due to the substantially increased lifespan- 75,000-100,000 hours which translates to nearly 18 years running at 12/7. Even Buckingham Palace has installed LED lights. [Read more](#). In the commercial market, lighting fixtures consume the greatest amount of electric energy; three times the energy consumption of air conditioning. According to a research report from the Energy Information Administration (EIA), lighting consumes the largest

amount of electricity in commercial buildings as measured by kilowatt-hours (KWH) per square foot. *See graph* In an energy audit one can determine the energy intensity of your building as measured by KWH/Sq Ft. LED lighting is also Dark Sky compliant due to the lighting being highly directional and will not cause light pollution. ESI will provide an energy audit at absolutely no cost.

Referenced “Obama Energy Efficiency & lighting retrofit. <http://greenecon.net>

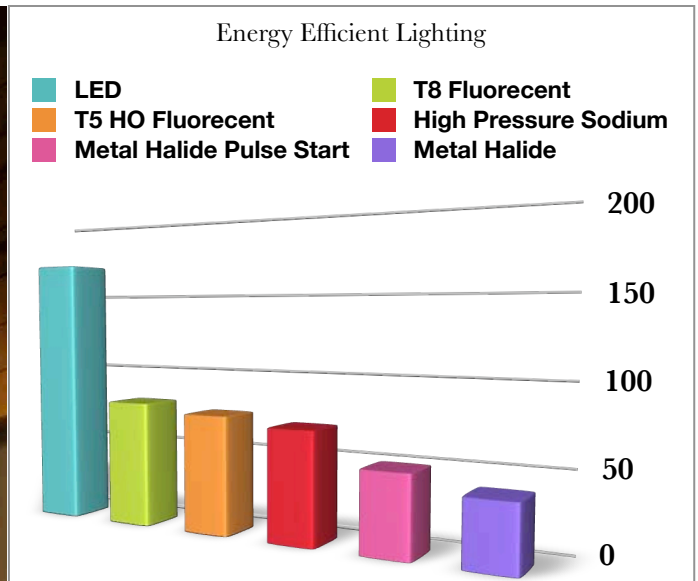
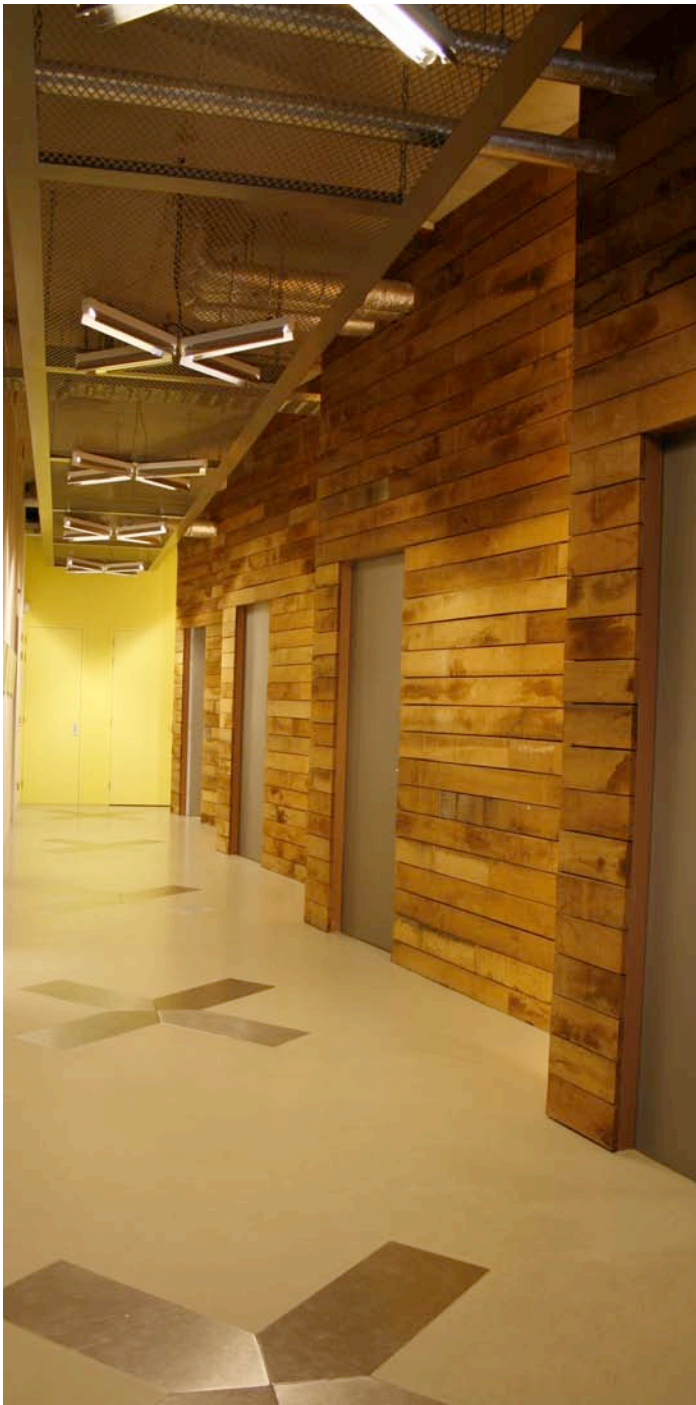
“The choice we face is between prosperity and decline. We can remain the world’s leading importer of oil, or we can become the world’s leading exporter of clean energy,” the President said.

Energy Smart Industry (ESI) is an eco-friendly firm that offers an innovative lighting redesign program. It is the only company of its kind in the United States that offers the retrofit lighting service and products with guaranteed positive cash flow and no out-of-pocket cost. ESI allows buildings to realize guaranteed energy cost savings with an unbelievable positive cash flow. ESI includes a unique 5-year protection policy on the lighting installed. After the retrofit the building will enjoy a complete LED lighting system at no cost, an immediate positive cash flow guaranteed, 5 years of comprehensive free maintenance, and will become green by reducing carbon emission.

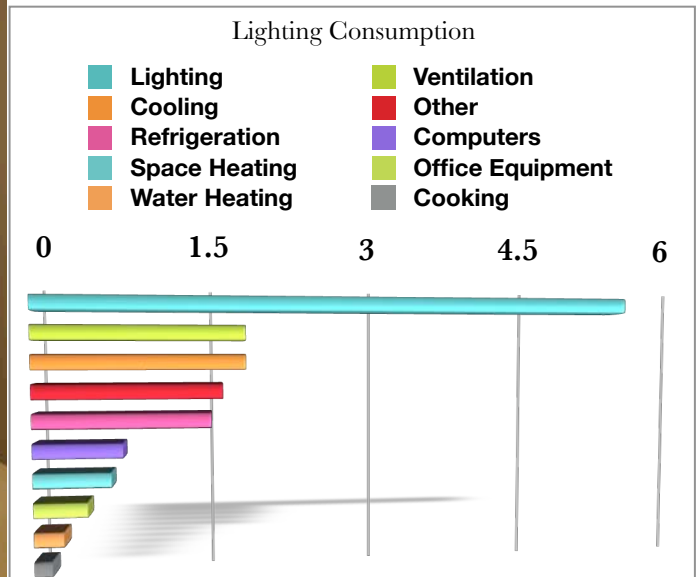
FACTS

50%

LED lighting can reduce street light energy use up to 50 percent.



Energy Efficient lighting fixtures such as LED provide twice the lumens per watt of electricity



Lighting is 3X that of air conditioning consumption

Interesting Links

Obama Provides More Tailwinds for LED Lighting

Manufacturers: [Click Here](#)

Join the energy efficient cause: [Click Here](#)

LED reads: [Click Here](#)

Read Our Press release: [Click Here](#)

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