



LED Lighting

Reducing energy consumption is our primary goal



Clean Energy Lighting Group

Clean Energy Distribution, a Solar Distribution company based in Denver, CO, and Enlightened Lighting Solutions, a national LED lighting provider with offices in Pensacola, FL and New York, NY, have joined forces to provide a “turn-key” LED lighting solution with factory direct pricing as Clean Energy Lighting Group (CELG). Our philosophy allows our clients to eliminate multiple mark-ups on products from the distributor, the lighting contractor, and the general contractor. This strategic approach provides our clients with lower cost to convert to LED, faster return on investment, and peace of mind that they received fair pricing on their LED conversion.

In a recent competitive bidding process with one of our clients, CELG was compared to two highly recognized lighting contractors in the Chicago, IL area. The referenced project is set in a factory environment, operating 6 days per week with multiple shifts. CELG won the bid process with the closest competitor \$200,000 above our project price with equivalent specifications on product and better warranties.

We take pride in offering the best pricing, services, and warranties available in the industry. CELG works with most manufacturers globally and several US manufacturers. We are not exclusive with any brand, therefore we truly offer the best product specific to our clients' needs and situation, even if we need to engineer custom products. All of our products pass the highest levels of certifications and standards. It is our belief that all businesses are the perfect candidate for LED, and we want to help your organization eliminate expenses and assist in providing environmentally friendly products for our planet.

LED Lighting Facts

Changing a light bulb does make a difference. Worldwide, lighting consumes 19% of electricity. Every incandescent lamp we replace with an LED lamp saves up to 90% in energy consumption. They can last 25-50 times as long as traditional incandescents, so resources are also conserved in manufacturing, transportation and building maintenance.

Widespread use of LED lighting has the greatest potential impact on energy savings in the United States. By 2027, widespread use of LEDs could save about 348 TWh (compared to no LED use) of electricity. This is the equivalent annual electrical output of 44 large electric power plants (1000 megawatts each), and a total savings of more than \$30 billion at today's electricity prices.

“ ... We are convinced that those companies that combine the principles of economic growth and environmental stewardship will be the winners of the future. ”

Philips CEO Gerard Kleisterlee



Our Philosophy

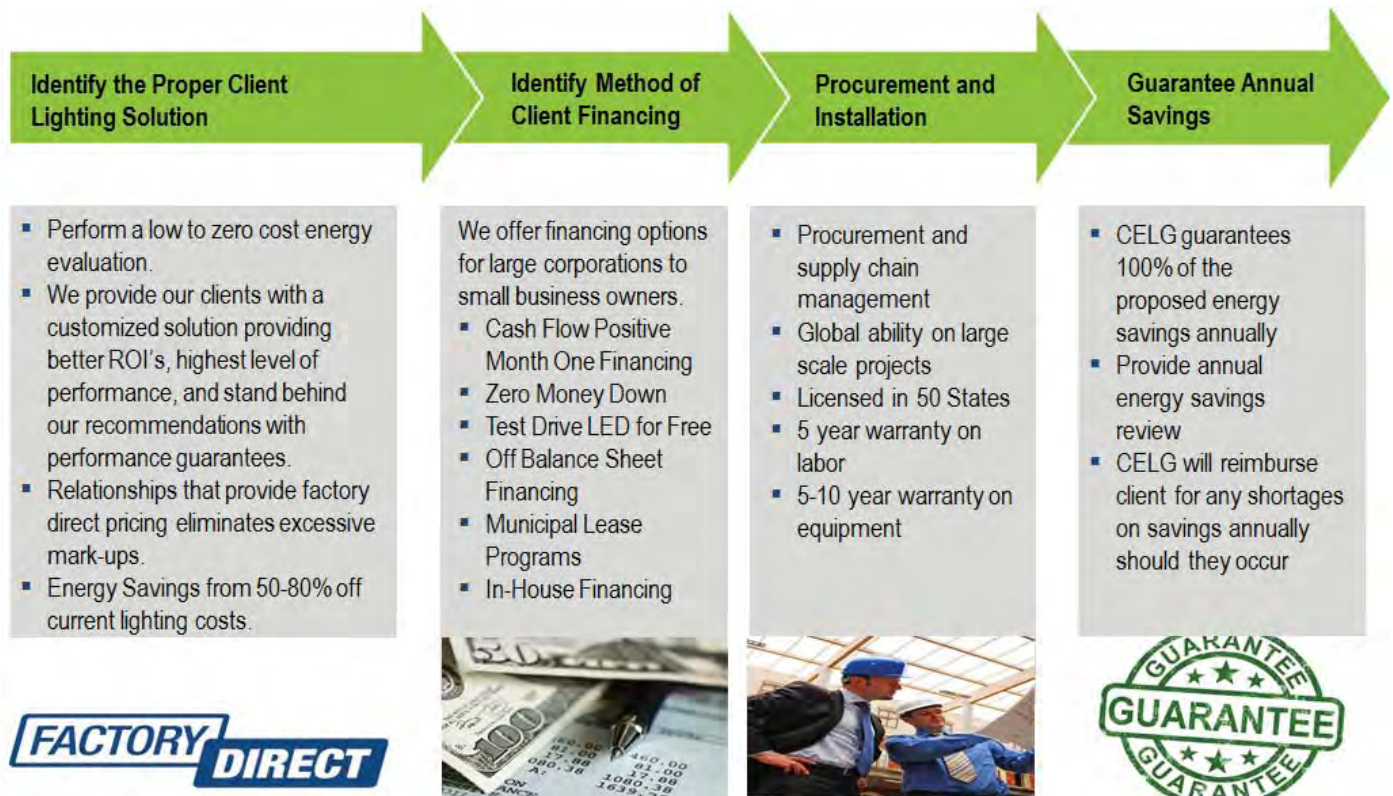
Clean Energy Lighting Group provides the highest level of energy efficient solutions through consultative evaluation, project financing, product engineering, and construction management services. Our services provide a true “turnkey” process for clients that are seeking to reduce their energy cost and increase their “green footprint”. From finance through project execution, we utilize the most innovative products, processes, warranties, and services to maximize our clients' financial goals and overall experience. The ultimate goals we target for our clients include:

- Stabilize utility costs through reduced energy consumption solutions
- Provide the highest quality of products and engineering services
- Reduce existing energy consumption by 50-90%
- Establish a zero money down application
- Establish a cash flow positive month one scenario
- Reduce operational overhead
- Reduce maintenance costs
- Provide long term solutions, service and maintenance



Our commitment is to understand the extent of our client's expectations and desires for every project, build long term relationships, provide the highest quality results, and maximize reduced energy consumption on every project.

Our Process



Why LED Lighting?

Reduced Power Consumption - Today's LED lights use 75% less energy than traditional incandescent bulbs and 50% less energy than CFLs. According to the US Department of Energy, these highly efficient lights have tremendous potential impact on energy savings in the United States. Businesses converting to LED are saving on average 20-25% off their current utility cost.

Long Life - A quality LED product, particularly one that achieves ENERGY STAR certification, lasts approximately 25 times longer than an incandescent bulb and 10 times longer than a CFL. With an expected operational lifetime of 100,000 hours, an LED light will provide 11 years of continuous operation, or 22 years at 50% operation. A light that is left on 8 hours per day, therefore, will last about 20 years before having to be replaced.

Environmentally Friendly - LED lights are inherently eco-friendly simply by wasting less energy. However, there are additional environmental benefits. LED lights do not contain mercury or other toxic materials. Both incandescent and CFL bulbs contain mercury, and therefore have to be disposed of in accordance to hazardous materials regulations. In additional contrast to CFLs, LEDs do not emit harmful UV radiation.

Flexibility - The small size and directional nature of LED lights makes them extremely versatile for a multitude of uses and environments. Unlike CFLs, they are dimmable and their light can be focused and directed to a specific location without the need for an external reflector. As such, LED lights are becoming widely used for commercial and industrial applications such as street lights, parking garage lighting, walkways and other outdoor area lighting, refrigerated case lighting, modular lighting, and task lighting.

Low Heat Output - LEDs emit very little heat and are cool to the touch. In contrast, incandescent bulbs release 90% of their energy as heat and CFLs release about 80% of their energy as heat.

Durability - LED lights are built with durable components that withstand extreme temperatures, shock, vibrations and external impacts. This makes them an ideal choice for a variety of outdoor uses, unlike CFLs, which can experience operational difficulties in very cold conditions. As compared to other bulbs, LED lights are instantly bright when turned on and are not sensitive to off-cycling. They can be switched on and off frequently without affecting the light's lifespan or light emission.

An evaluation of the above benefits of LED lighting would certainly not be complete without also addressing the one primary obstacle to their widespread adoption: price. The initial cost of both CFL and LED bulbs is significantly more than that of a traditional bulb. CFLs are more budget friendly with paybacks in the 6 month range and \$40 in energy cost savings over the life of the bulb. LED bulb payback is longer at 2-4 years, but the lifetime savings is significantly greater, both from an operational lifespan and maintenance cost standpoint. Factoring this in with the advantages of LED lighting, business and homeowners can see the most immediate benefits by incorporating LED lighting into their most used fixtures.

As an added benefit, there are also utility-funded opportunities for businesses who want to incorporate LED lighting. LEDs are rapidly being installed with the support of several utility small business programs around the country. This drives the paybacks down and allows businesses to reap benefits immediately.



Our LED Lighting Solutions bring countless advances with real impact, so you can save energy, reduce waste, and help stop global warming.

LED Lamp Technology

CELG offers a wide range of LED lamps that offer the aesthetic and practical qualities of conventional lamps, as well as being very economical and environmentally friendly. They are mercury free, use far less energy than their halogen, florescent, and incandescent counterparts and last longer.

They can be used everywhere, from general lighting to mood lighting and spotlighting. Their big advantage is that, with the same lamp caps that are found on conventional lamps, they are a simple, like-for-like, replacement for old technology. There is no need to change fittings - just the lamps.



Benefits:

- Immediate Energy Savings
- Low Cost Conversion
- Minimal Install Cost
- 1-3 Year ROI *
- 7-10 Years of Life **
- No Maintenance
- Custom Solutions

* ROI fluctuates based on hours of operation and kwh rates

** Life expectancy projections are based on 50,000 hour lamps at 5000 hours

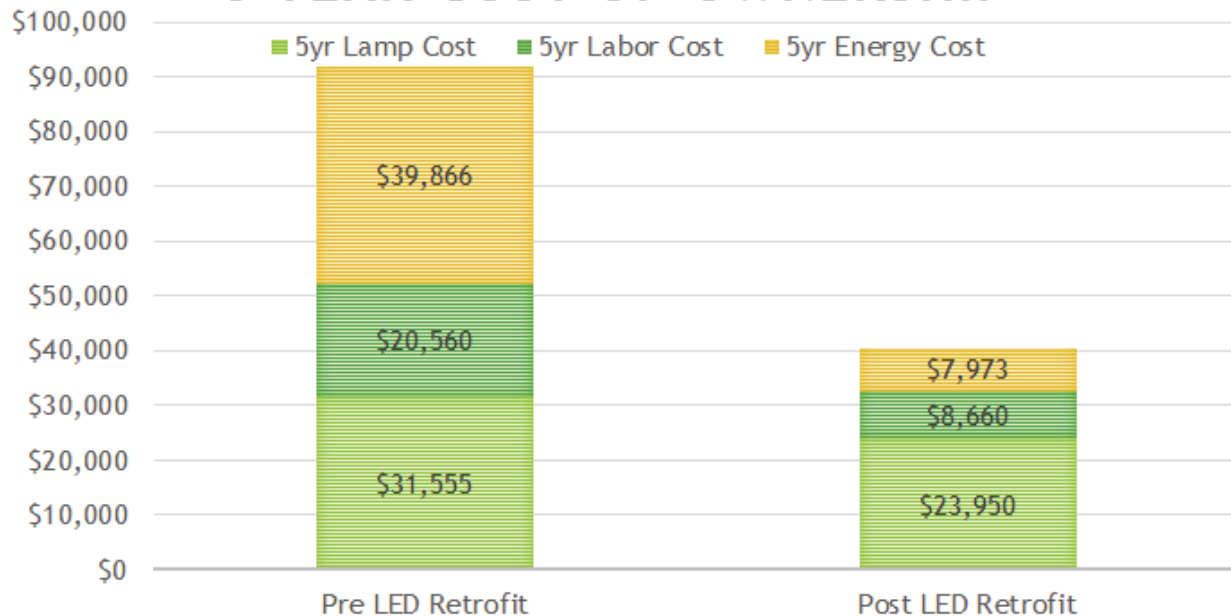
LED Lamp Case Study

In this example, a hotel containing (1000) 20W halogen lamps was retrofitted with LED 4W lamps. Lamps were situated in rooms burning 6 hours per day, and in corridors burning 24 hours per day. Average burn time was assumed to be 4000 hours per year per lamp.

Results Achieved:

- 80% saving in energy consumption and CO2 emissions
- 57% reduction in total cost of ownership over 5 years
- Payback around 1 year

5 YEAR COST OF OWNERSHIP



LED Retrofit Technology

An LED fixture retrofit is a great option that provides a cost effective approach to convert to LED. It is typically more expensive than LED lamps, yet less expensive than a complete LED fixture conversion. It is considered a medium term conversion compared to changing lamps or complete fixture conversion. Nonetheless, the LED fixture retrofit solution often provides the quickest path to the greatest energy savings over the shortest period of time. As the payback period for fixture retrofit falls steadily below five years, even for fluorescent replacements, the pure dollar impact of a conversion will be attractive enough to entice facility owners toward energy-efficient LED fixture retrofit.



Benefits:

- Immediate Energy Savings
- Reduced Install Cost Compared to Fixtures
- 2-4 Year ROI *
- 12-15+ Years of Life **
- New Fixture Appearance
- No Maintenance

* ROI fluctuates based on hours of operation and kwh rates

** Life expectancy projections are based on 70,000 hour fixture at 5,000 hours

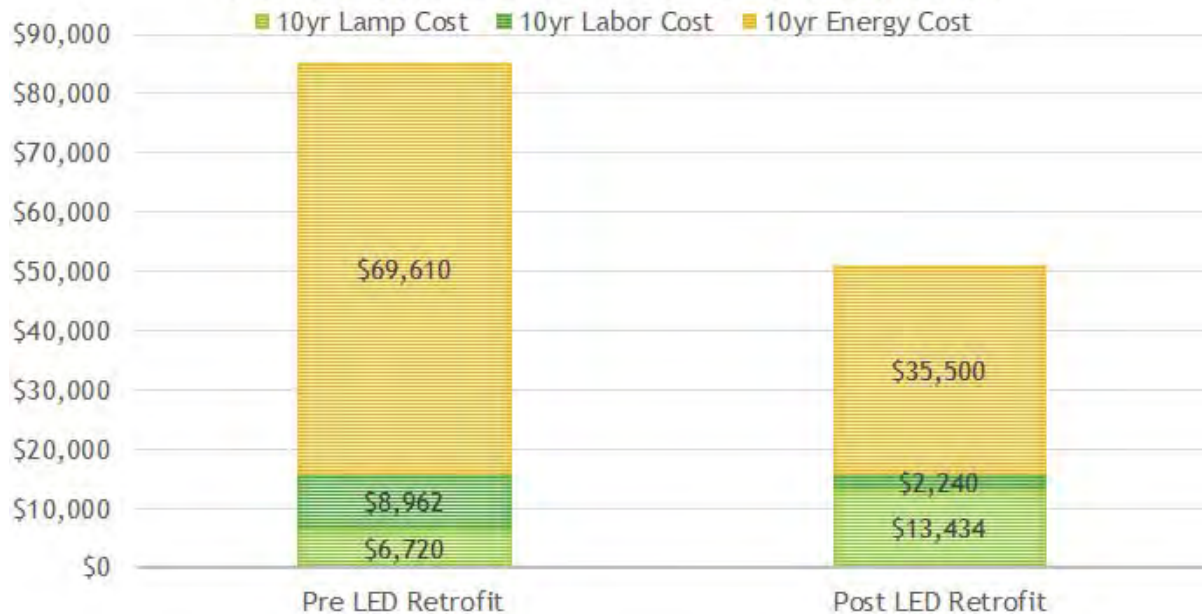
LED Retrofit Case Study

In this example, a retail fitness center containing (112) 160W T12 florescent fixtures was retrofitted with 52W Phillips LED Evokit retrofit kits. Fixtures were situated in multiple large rooms burning 12 hours per day, seven days per week. Average burn time was assumed to be 4,368 hours per year per fixture.

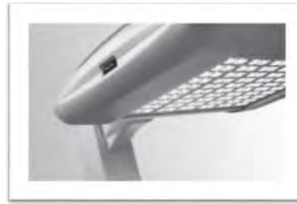
Results Achieved:

- 49% saving in energy consumption and CO2 emissions
- 42% reduction in total cost of ownership over 10 years
- Payback around 2 years

10 YEAR COST OF OWNERSHIP



LED Fixture Technology



Clients that are seeking long term lighting solutions with maximum savings, should seek a complete LED fixture installation. Proper and successful implementation of LEDs as the predominant technology in general illumination will be through the use of fixtures and infrastructure specifically designed to take advantage of the unique properties of LEDs. The use of sensors, traffic monitoring, photocell technology, and many other advancements have provided CELG with the appropriate technology to maximize our clients' savings and expectations.

Benefits:

- Long Term Energy Savings
- Greatest Savings Capability
- Longest Term Solution
- 3-5 Year ROI *
- 15-30 Years of Life **
- No Maintenance
- Custom Solutions

* ROI fluctuates based on hours of operation and kwh rates

** Life expectancy projections are based on 150,000 hour fixture at 5,000 hours

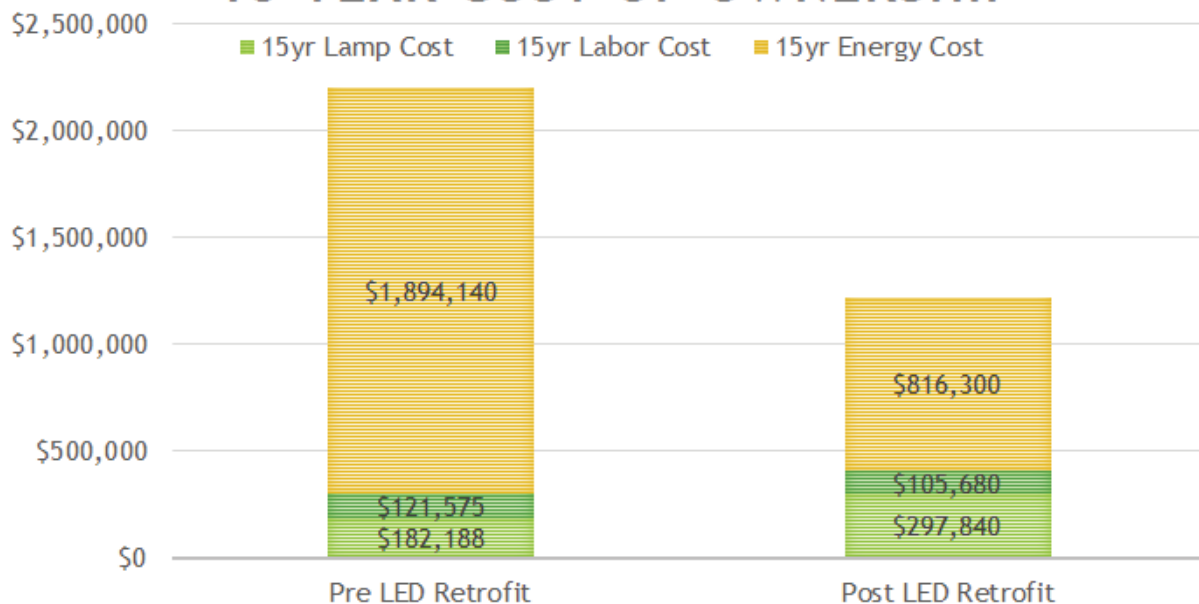
LED Fixture Case Study

In this example, a factory containing (521) 400W metal halide high bay fixtures are being replaced with 150W LED high bay fixtures. The fixtures are situated in a large open factory burning 20 hours per day, 6 days per week. Average burn time was assumed to be 6,240 hours per year per fixture.

Resultss Achieved:

- 57% saving in energy consumption and CO2 emissions
- 48% reduction in total cost of ownership over 15 years
- Payback around 4 years

15 YEAR COST OF OWNERSHIP



Energy Savings Guarantee

Our Energy Saving Guarantee (ESG) guarantees that improvements to a building will deliver a certain amount of energy savings over a fixed period of time. CELG will guarantee any and all lighting retrofit projects through the term of the "cash value" ROI.

The costs of facility and infrastructure retrofits or renewable projects can be offset by the energy and operational savings that are achieved as a result of these projects, helping organizations from small businesses to government entities maintain cash flow and justify the retrofit enhancements.

Performance contracting for energy efficiency allows customers to make capital improvements, conserve resources, reduce emissions, improve sustainability and address tight budgets. If CELG doesn't achieve the guaranteed savings, we pay you the difference between what was guaranteed and what was actually achieved.

Benefits:

- Eliminates the risk of the investment
- No cost annual savings evaluation
- Receive annual payments if savings are not met
- Savings guaranteed through term of ROI
- Pay for equipment through energy savings



With our Energy Saving Guarantee, CELG takes the risk out of the retrofit!

Financing Options

CELG provides competitive financing through multiple financing vehicles from equipment leasing buy backs to in-house small business options. We offer financing for high performance energy saving lighting retrofit projects for commercial, industrial and municipal clients.

As part of our value-added strategy, we will gladly consider projects of any size – which includes smaller transactions from \$5,000 (net of rebates). Project funding is available for commercial and medical offices, retail, industrial, auto dealerships, parking facilities, hospitality, healthcare, multi-family, schools and universities.

Qualified manufacturers, distributors, and value added resellers are encouraged to utilize our nonrecourse programs to offer cash-flow positive financing solutions.

To learn more about our LED financing, contact WindSolarUSA, Inc today at 217.825.4206!

Benefits

- 100% financing for equipment and installation
- Eliminate upfront costs and budget restrictions
- Cash-flow positive monthly payment structures
- Multiple energy saving measures
- Pay for equipment through energy savings
- Application only up to \$100,000

Solutions:

- Commercial financing with terms from 2 to 5 years
- Municipal “tax-exempt” financing with extended terms
- Customized payment schedules/progress payments
- Equipment Lease Finance Agreements

Project Guidelines

- Commercial projects from \$10,000 to \$5,000,000
- Municipal “tax-exempt” projects considered up to \$20M
- Cash-flow positive monthly payment targets
- Traditional equipment lease financing platform
- Simple credit underwriting and documentation process



Ask about our "Try LED for Free" program. This program allows qualified clients the opportunity to try LED risk free for 90 days.

Our Partners

CELG has entered into strategic partnerships with key international organizations and manufacturers to establish and execute our clients' objectives seamlessly. Many of our partnerships expand beyond traditional partnership agreements, as we truly operate as one organization on many of our projects. CELG has been approached by multiple global leaders to assist in a combined technologies effort and is honored to be associated with the following organizations:



**For additional details about our partnerships and purchasing capabilities,
contact us at 217.825.4206!**



Our Clients

We have the privilege of working with large international companies to small business owners. We engage our clients with the intent to assist in the reduction of their energy cost and provide a seamless process from introduction to installation. We view our clients as partners and work collaboratively with them to achieve results they can measure.

We work both diligently and intelligently to ensure that the needs of our clients come first. We are only as good as the reputation that our clients project, and we aggressively work to ensure that we exceed their expectations by providing a customized approach that maximizes their energy savings.



For additional questions or a reference requests, please contact us at 217.825.4206!

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