



Company Vision Guide



WIND•e20

CGE  Sustain

CGE  Protect



Your power makes a difference.

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Welcome to the future of how we see energy. Our vision at CGE Energy is reducing energy consumption and operation costs for businesses and organizations so that they can take part in the emerging worldwide renewable energy movement.

CGE Energy has been at the forefront of alternative energy since 1989. For over 25 years, we have worked to reduce energy use through the most efficient technologies and to generate power onsite through renewable energy resources. This not only makes sense for our customers financially, it also makes sense for our environment. Through renewable energy, we have the opportunity to leave our planet better off than how we found it for our children and grandchildren. We have a responsibility to make a difference, and proper stewardship is the way to address it.

The phrase "Power to Make a Difference" sits beneath our logo at CGE Energy. It is more than a slogan or a catchphrase to us. It acts as the cornerstone on which we base all that we do as a company. The reduction of energy consumption and the generation of renewable energy may be what we do, but making a difference in our world is why we come in to work each day to do it.

In the following pages, you will discover how CGE Energy has helped several different industries become global stewards by helping them reach their energy savings goals. You will also discover what CGE Energy can do for you. Thank you for taking the time to read this and for choosing to take the first steps toward becoming a global steward.

Sincerely,

A handwritten signature in white ink, appearing to read 'B. Zappich', is located to the left of the middle of the page. The signature is fluid and cursive. The background behind the signature is the same golden wheat field and sunset sky as the rest of the page.

CGE Energy's Approach and Difference



Integrated Energy Solutions

Integrated Energy Solutions

CGE Energy is one of the first fifty Energy Service Companies (ESCOs) in the United States. Clients look to CGE Energy to address their energy challenges with specific solutions.

Whether it's efficient LED lighting, solar panels, wind generation or more, CGE Energy brings the right blend of technologies to meet the customer's energy needs. This complete approach makes up CGE Energy's "**Integrated Energy Solution**".



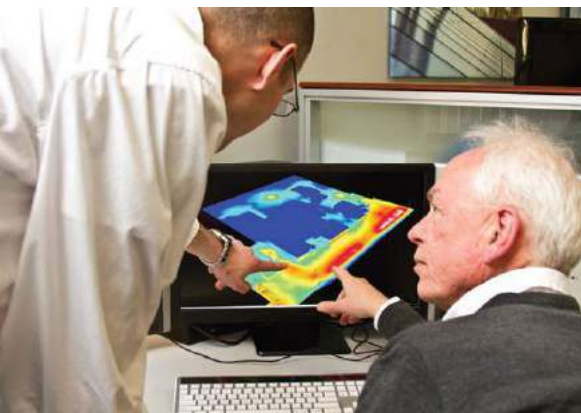
Energy Consultation

CGE Energy's experienced energy consultants come alongside their customers to learn each of their unique energy goals and challenges. Throughout the process, CGE Energy uses that information to develop a custom program with immediate and long term financial, environmental and social benefits.



Energy Audit

CGE Energy professionals conduct a careful and comprehensive review of the energy performance of the customer's facility. In these investment-grade energy audits, CGE Energy looks for opportunities to increase energy efficiency such as LED lighting upgrades, and they study the potential of each site to benefit from solar panels or CGE Energy's WIND•e20® vertical-axis wind turbine.



Energy Project Design and Engineering

In its LED lighting upgrades, CGE Energy does not simply replace existing fixtures with LEDs. CGE Energy professionally engineers a photometric layout tailored to each facility. A correctly designed lighting layout can reduce the number of necessary lighting fixtures by up to 30% while improving overall quality and amount of emitted light.

For renewable energy applications, CGE Energy can engineer a properly sized system to meet each facility's daily kW demand needs.

Lighting Upgrade Installation

CGE Energy's lighting install teams are insured and equipped to handle any commercial or industrial lighting installation. The professional installation crew makes sure that the job is done right and that the customer is well-lit and saving energy as soon as possible.

CGE Energy is also able to service any additional electrical needs for the project—including light pole underground electrical and foundation work. In addition, CGE Energy's "CGE Protect" customers receive discounted pricing on these services.



Renewable Energy Technology Installation

CGE Energy's technicians will install the renewable equipment at its customer's location in a way that integrates safely and seamlessly into their existing electrical infrastructure.

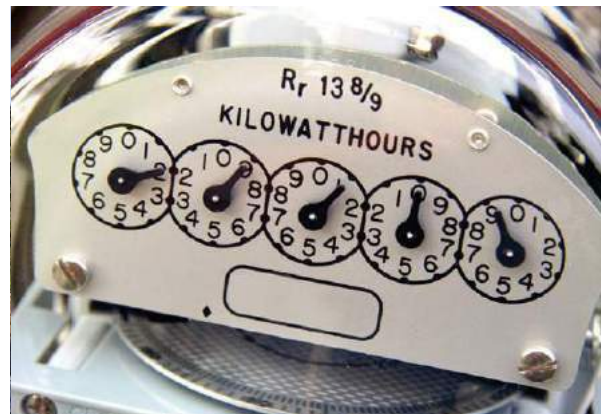
CGE Energy's WIND•e20® wind turbine features an innovative installation process and can be installed within a few days.



Guaranteed Energy Savings

CGE Energy's customers will benefit from their Integrated Energy Solution immediately: saving energy and money while supporting the environment.

CGE Energy will verify and prove the reduction in energy use that is projected by their analysis and project proposal. This guarantee is backed by before-and-after kW load readings.



Ongoing Maintenance Support

CGE Energy desires to be each customer's ongoing trusted energy consultant to make sure the energy system is always running at peak efficiency. CGE Energy's complete energy technology maintenance program is called "CGE Protect".

For applicable CGE Energy installations, this maintenance service means worry-free coverage with expert advice, labor, materials and equipment—all for one, low monthly payment.



Markets CGE Energy Serves

CGE Energy focuses on the markets where it will have the most community-changing impact, specifically entities that are large energy users with high kW demand. CGE Energy works to empower large and small businesses, nonprofits, schools and municipalities as well as international communities to meet their energy needs. By helping these markets, CGE Energy contributes to many important parts of the community.

Business

It takes a forward thinking leader to operate a successful business. Owners are constantly looking for ways to reduce overhead costs, brand the company within its community, and take efforts to reduce its carbon footprint.

Responsible energy use doesn't have to cost a company the things that matter most. Sustainability and environmental responsibility are big priorities for businesses across the nation. The challenge is balancing these goals with a limited budget. CGE Energy makes these goals a reality with its business partnerships.



Government

In a society increasingly focused on environmental responsibility, public sector institutions are ideal candidates for leadership in new energy technology. CGE Energy can serve as a strategic partner to reduce public energy consumption and generate clean, renewable power.

When the primary responsibility of government is to serve the community, it is critical for energy choices to be grounded in both sustainability and fiscal responsibility. CGE Energy can help meet those needs.





Education and Nonprofit

It is important for publically funded organizations to make very wise financial decisions, which makes reducing energy costs a high priority, yet many of these institutions lack the ability to make large investments in new projects. CGE Energy will install technology onsite as an investment, so organizations can meet their energy goals without bearing the upfront costs.

CGE Energy recognizes and shares the high priority that educational institutions and nonprofits place on social responsibility. This is reflected in the way business is done at CGE Energy, where there is a strong belief in strengthening communities by creating opportunities for customers to use energy responsibly.



International

Strengthening communities around the world by creating opportunities for improving power availability, creating jobs, and reducing reliance on fossil fuels is a major part of what CGE Energy does. The company strives to bring an energy solution to nations that face high energy costs, an aging power infrastructure and a lack of funds for improvements.

CGE Energy is currently working with Jamaica and Haiti to solve their unique energy challenges. Along with US partners Cree® and SolarWorld, CGE Energy has the financial backing and commitments from the Export-Import Bank of the United States to facilitate international energy projects.

Helping Customers Advance their Missions

Companies and organizations have unique visions. No matter which market it is, the fewer things in the way of accomplishing goals and visions, the better. Far too often, a large portion of operating costs is dedicated to monthly energy bills, which can exhaust the necessary capital for additional ventures.

CGE Energy believes that renewable resources and energy conservation should be available to organizations at a lower cost, giving entities the necessary capital to fund new projects. CGE Energy's mission: To advance each customer's vision.

It is CGE Energy's dream to see:

Non-profits that can focus efforts on doing good instead of fundraising.

Schools that can educate children with more teachers on staff; not fewer.

Municipalities with budgets to fix roadways, police streets and improve the community.

International communities that have grid-independent energy generation, so schools and clinics can better serve the world's children.



Financial Freedom for Energy Independence

CGE Energy utilizes various financing structures to make its energy solutions work for its customers, providing traditional financing options as well as alternative ones such as the PACE (Property Assessed Clean Energy) program, which allows property owners access to 100% upfront financing using long-term loans.

CGE Energy's exclusive "CGE Sustain" program offers energy projects with no upfront costs and turns underutilized energy expenses into profitable energy upgrades.

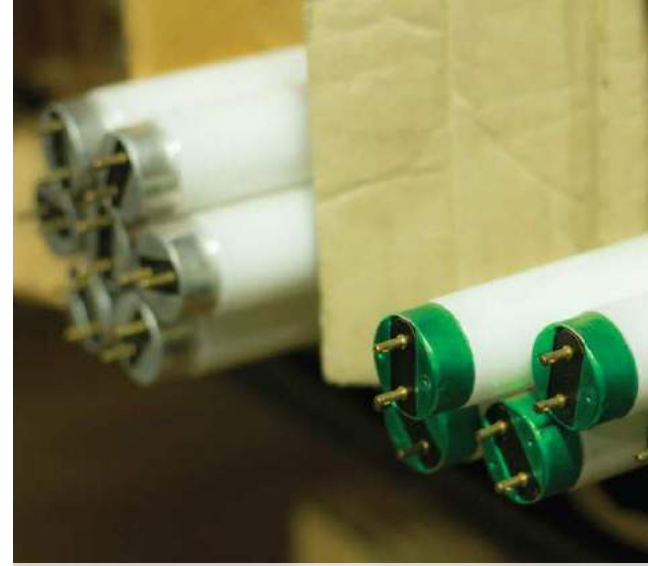
Regardless of the financing method, CGE Energy's customers start saving money day one after installation.

CGE Sustain Program

Energy upgrades such as LED lighting can significantly reduce your energy use, and clean technologies like solar panels can generate your own clean power on site. The CGE Sustain program empowers you to make these goals possible, with no upfront costs.

Turn your monthly energy bills into a resource that will get your capital projects done. You are simply reallocating the money that you'll save on your energy bills to offset your usage with clean, sustainable energy. Every month, your utility bill is reduced, energy savings pay for the program, and the excess savings go to your bottom line.





CGE Energy maintains inventory and parts offsite so its customers don't have to.



CGE Protect Program

The CGE Protect program is a complete energy technology maintenance program. For applicable CGE Energy installations, this maintenance service means worry-free coverage with expert advice, labor, materials and equipment—all for one, low monthly payment.

Take lighting for example. Proactive and consistent maintenance of a facility's exterior and interior lighting will keep the facility safe and bright all year-round. Protect eliminates lost time spent trying to diagnose and fix problems, and it saves customers the costly service and equipment charges that add up with multiple annual replacements.

With regular maintenance visits, CGE Energy's expert service team guarantees maximum up-time for lights, but if an outage does occur, service requests are done easily over the phone or through CGE Energy's 24/7 online customer portal. Most repairs are completed within 36 hours of a service request.






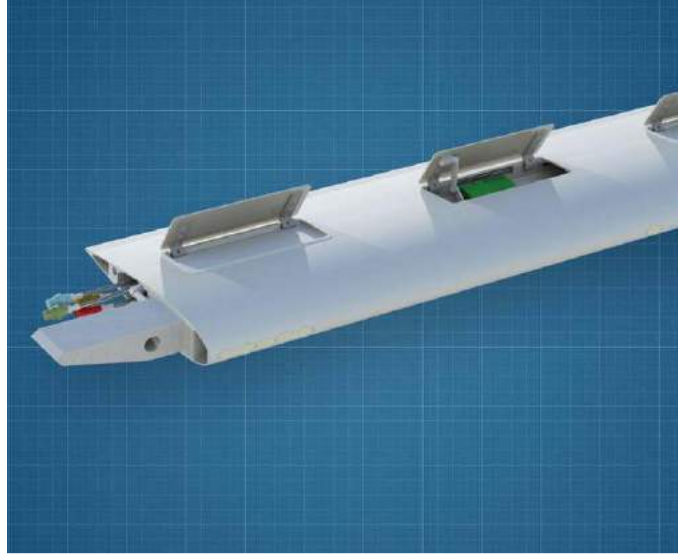
The turbine can be easily delivered on the back of a standard flatbed truck. WIND•e20® self-erects, and a small crew can install it in just days.

Exclusively from CGE Energy: WIND•e20®

WIND•e20®

The WIND•e20® is an innovative vertical-axis wind turbine designed for onsite energy generation. For clients with adequate wind speeds, the turbine can produce up to 65 kW of energy, which makes it ideal for individual commercial buildings, small businesses, schools, municipal facilities and more. CGE Energy safely and seamlessly integrates the WIND•e20® into a facility's existing power infrastructure, and customers only pay for the power the turbine produces.

-  **Innovative Design:** At 105 ft. in height, the turbine can be installed without the assistance of a crane for a minimal operational footprint. All power components are modular and easy to access from the base.
-  **Quiet:** With very few moving parts, the WIND•e20® produces less noise than the wind that's spinning it.
-  **Safe:** The turbine is equipped with redundant safety features including air brakes and blades that fold up in extreme conditions. The WIND•e20® is also bird and bat friendly.



WIND•e20's blades fold up in extreme conditions and feature aerospace-grade air brakes.



WIND•e20® features a pre-cast, environmentally friendly footing that can be removed.

Manufacturing Partner: Roush Industries



ROUSH[®]
INGENUITY ON DEMAND

Roush Industries has been selected as the strategic manufacturing and assembly partner of the WIND•e20® wind turbine. Roush is a world leading and industry recognized full-service design, engineering, and manufacturing organization. Being well-equipped, Roush not only provides prototyped components for the 1/10th scale WIND•e20 demo units but also components of the 105-foot production turbines.



LED Lighting

Light has the ability to influence emotions, how people view their space and ultimately how people view their world. It is also an integral part of how people start and end each day. CGE Energy understands this, and thus works to help transform facilities.

CGE Energy brings superior energy efficient technology to meet your interior and exterior lighting needs. LED lighting upgrades will cut your lighting energy costs by 50% or more.



Since 1989: CGE Energy has been providing superior energy efficient technology to meet their customer's interior and exterior lighting needs.



Optimized Layout: CGE Energy develops a photometric layout specific to each facility to maximize efficiency and presentation.



Look Better: The lighting we install produce high quality, natural light with true-to-life color rendering and no visual fatigue or flicker.



Solar PV

CGE Energy offers affordable, custom solar panel installations that will reduce your energy costs and help support the environment. Take advantage of your roof, grounds or parking structure with clean, affordable solar power.

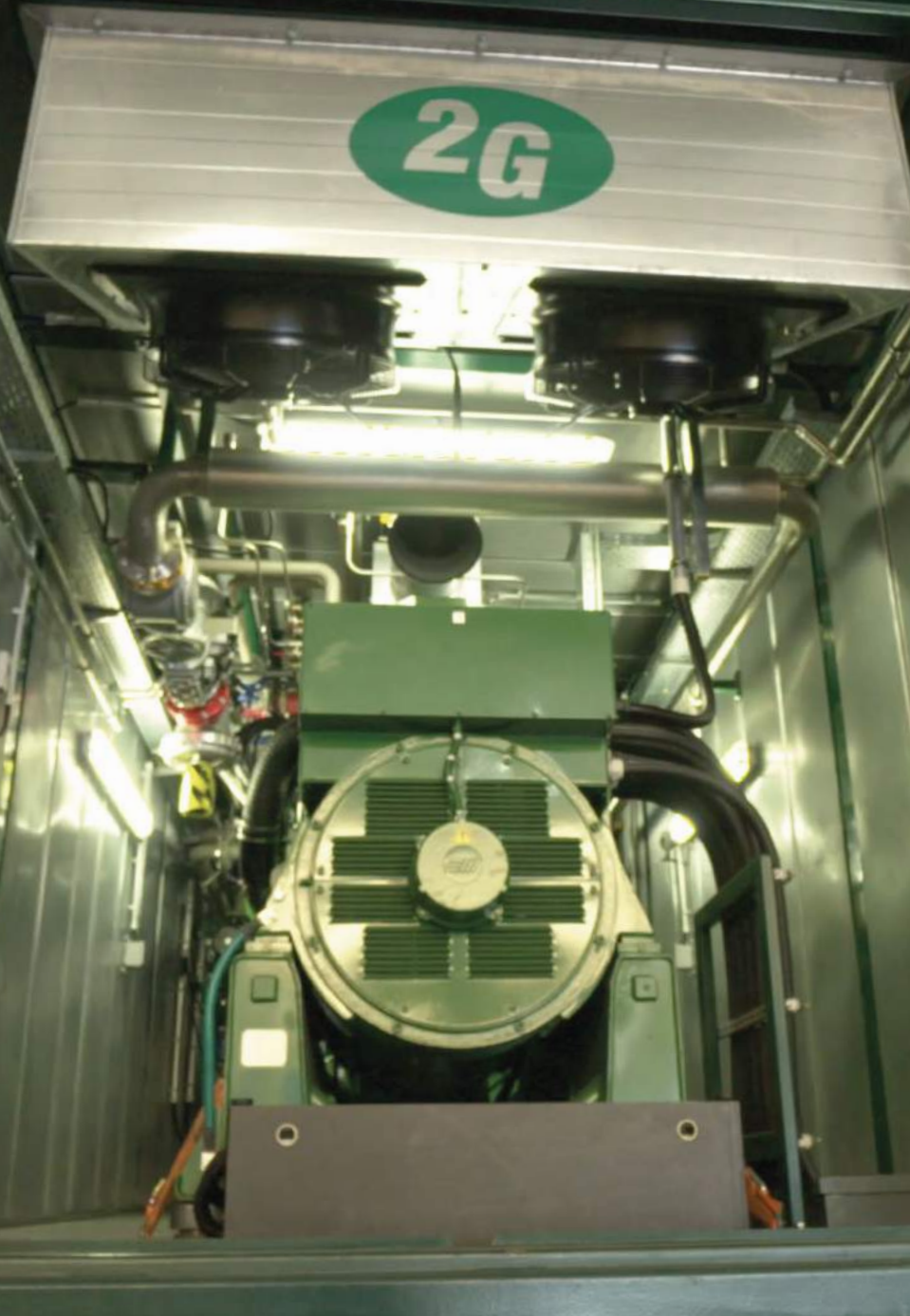
Our engineers can customize arrays of any size for any sunny spot, and we integrate them safely into your existing power infrastructure. Save money and meet your sustainability goals every time the sun shines!



Optimal at Any Size: Whether it's 50kW on covered parking or 500kW across a facility's entire roof, CGE Energy can get you the most power for your available space.



Quality: The solar panels we install each come with an unbeatable 25-year (or greater) warranty.



Combined Heat & Power (CHP)

Combined Heat and Power (CHP) is sometimes called “co-generation” because it delivers two forms of energy: affordable electricity plus heat or hot water production. CGE Energy offers these efficient CHP installations that squeeze more usable energy out of each unit of fuel used.

We use some of the world’s leading manufacturers of CHP microturbine power generation systems, to fit CHP within the integrated solution we bring to our clients. Based on your facility, our engineers will properly size these natural gas-fueled engines to generate electricity and best utilize the free “waste” heat that is recovered with CHP.



Highly-Efficient Power: Unlike traditional energy that loses 2/3 of its usefulness, CHP is 80-90% efficient.



Optimized for Your Needs: Expandable up to 30MW, we size your CHP system based on the balance of your electricity load and thermal (heat) needs.



Extend Equipment Life: By installing CHP, you may reduce wear and tear on existing mechanical equipment, such as boilers.

Case Studies

Since 1989, thousands of businesses and organizations have empowered their goals with the help of CGE Energy. Here are some success stories on how the CGE Sustain program made our customer's energy solutions possible.



Madonna University provides world-class higher education at their 80 acre campus in Livonia, Michigan. Among the largest Catholic universities in the country, Madonna University is committed to developing a sustainable and eco-friendly campus.

CGE Energy's team upgraded Madonna University's lighting to energy efficient LED, conserving over 69% of energy usage. With the CGE Sustain program, Madonna University was able to implement these energy efficiency upgrades with immediate positive cash flow and no upfront costs.

Having \$0 invested with CGE Sustain, Madonna University was able to turn wasted energy expenses into a positive cash flow of \$238,635 over the next 10 years.

Madonna University



CGE Sustain | 10-Year Positive Cash Flow

\$0 UPFRONT COST

Cash Flow with CGE Sustain:
\$238,635



American Concrete Institute

Always advancing

American Concrete Institute (ACI) is the leading authority and world wide resource on concrete. ACI strived to lead by example by minimizing the environmental footprint of their Farmington Hills, Michigan headquarters.

ACI partnered with CGE Energy to help make these energy goals possible. After CGE investigating and engineering the optimal use of energy, ACI implemented an initiative to upgrade their interior and exterior lighting to energy efficient LED lighting as well as install 90 kW of solar panels.

Having \$0 invested with CGE Sustain, American Concrete Institute was able to turn wasted energy expenses into increased profitability of \$160,340 over the next 20-years.

American Concrete Institute



CGE Sustain | 20-Year Increased Profitability

\$0 UPFRONT COST

Increased Profits with CGE Sustain:
\$160,340

Additional Case Studies



Accu-Shape Die Cutting has been one of Michigan's most diverse die cutters, known for being able to cut anything non-metallic and non-hazardous. In today's competitive market, Accu-Shape is consistently looking for innovative ways to cut costs through efficiently utilizing their resources and reducing waste.

CGE's engineering team was able to maintain previous light levels while cutting the number of fixtures in half. Tracking the results, Accu-Shape has already seen a 51% reduction in their energy usage each month.

With the CGE Sustain program, Accu-Shape was able to implement these energy efficiency upgrades with immediate positive cash flow and no upfront costs. Having \$0 invested with CGE Sustain, Accu-Shape Die Cutting was able to turn wasted energy expenses into increased profitability of \$44,846 over the next 8 years.

Accu-Shape Die Cutting



CGE  Sustain | 8-Year Positive Cash Flow

\$0 UPFRONT COST

Cash Flow with CGE Sustain:
\$44,846



The Garden City Downtown Development Authority's mission is to enhance the quality of life for Garden City residents by upgrading Garden City's downtown lighting.

With the CGE Sustain program, CGE Energy's team was able to upgrade streetlights along Ford Road and Middlebelt Road to energy efficient LED, conserving over 50% of energy usage.

Having \$0 invested with CGE Sustain, Garden City DDA was able to turn wasted energy expenses into a positive cash flow of over \$20,000 over the next 10 years.

Garden City DDA



CGE  Sustain | 10-Year Increased Profitability

\$0 UPFRONT COST

Increased Profits with CGE Sustain:
\$20,218

Meet the CGE Energy Directors and Officers

The team at CGE Energy comprises veterans of the energy field, including master electricians, certified energy engineers, and former utility people. The company strives to stay true to its culture, where hard-working people are rewarded for bringing good ideas to the table. Each individual has a voice and is empowered to help the company develop ways to create mutually beneficial programs and projects for itself and its customers— all while changing the world.



Bryan Zaplitny, President/CEO

Bryan Zaplitny is the incorporator and creative force behind CGE Energy and has been involved in every aspect of the business since its inception. Zaplitny's studies have included Industrial Management, Energy Management, Business Law, Accounting and Marketing. He has worked extensively with municipalities, schools, businesses and individuals in Michigan to bring them viable energy savings.



Gary Westerholm, Vice President of Finance, Chairman

Gary Westerholm, a Michigan Certified Public Accountant, established the certified public accounting firm Gary Westerholm CPA, PC in 1981 before he co-founded McKenzie Bay International Ltd in 1996, serving as President from 1999 to October 2005. Westerholm holds a Bachelor of Science degree with honors in Accounting from Davenport University.



Paul Schneider, Vice President of Marketing, Secretary

Previously, Paul Schneider was Owner and Creative Director of Rock Solid Creative Studios, a marketing agency in Wausau, Wisconsin. Schneider studied marketing and design at Madison Media Institute, and his expertise involves marketing, branding, video production, web design, and print design. Schneider has received multiple awards and national recognition for his work.



Richard Bearup, Vice President of Lighting Division

Richard Bearup is an energy auditor with 30-years of experience. Bearup has worked for multiple utility service companies in Michigan as an energy consultant. He gained certification as an energy auditor through Michigan State University. Bearup is currently overseeing the design and evaluation of energy efficient lighting systems.



Gary Zaplitny, Vice President of Field Services

Gary Zaplitny has been with CGE Energy since the company's energy management and lighting roots in 1989. Zaplitny has extensive experience in auditing facilities for energy saving opportunities along with water and gas savings. Zaplitny studied Business Management at Detroit College of Business. At present, Zaplitny oversees all field operations— including CGE Energy's energy audits, project installations and the service of the company's CGE Protect maintenance customers.

Directors not pictured:

Mark Cecil, Kevin Cook, Craig Hancock, William Naubert and Michael Pollakowski



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