

We're in the cusp of an energy revolution

Two thirds of the total electricity produced in the US is produced from fossil fuels¹. Electricity production is the number 1 source of toxic air pollution in North America². 51% of the total electricity produced in the US comes from coal³. 46 of the 50 top polluters in North America are power plants⁴. China accounted for two-thirds of the more than 560 coal-fired power units built in 26 nations between 2002 and 2006. Electric rates in California have increase at 6.7% per year, twice as much as the US inflation rate⁵. What does it mean for consumers? For every \$200 bill a Californian pay, he or she should expect to pay \$214,829 for electricity over 30 years - *compounded over 30 years at California's annual historical electric inflation rate of 6.7%*

Today we consume 82 million barrels of oil a day around the world. Multiply that times 365 days, that is just how much we utilize of an energy source that took hundreds of millions of years to get there. Now, we have to find an alternative source and I believe we are all standing in front of it... solar energy...it has been around for a billion years and probably, will be around for another billion. Can you think of anything more reasonable than

that? 970 trillion kWh of energy fall from the skies every day, but we don't use it.

Welcome to the future of energy for the human kind, welcome to Premier Power where we help businesses and consumers in North America and Europe harness the infinite rays of the sun and transform them to clean and pure power.

The opportunity

Next time you get on a plane, look down the window and you will discover an ocean of empty roofs from warehouses, distribution centers, retail stores, business parks, and homes. In California alone there is more than 481 square miles of available roof space. These roofs have no purpose other than protect the building they are on. What if we could place solar systems to absorb the power of the sun, right where the power is needed? What about open parking lots at the malls, parks, schools, businesses where we could provide shaded while harnessing the power of the sun. What about contaminated fields like land fields. Could we produce power? The opportunity for solar power is enormous.

¹ US Department of energy

⁴ NAFTA – North American Commission for Environmental Cooperation

⁵ California Public Utility Commission



Utility Scale Projects
17,500
thin film solar modules

About Premier Power

Premier Power Renewable Energy, Inc. (OTCBB:PPRW) is a leading global provider of small to large-scale solar power systems, delivering unmatched experience to commercial, agricultural and residential customers throughout North America and Europe.

We engineer, architecturally design, and construct large scale power plants, commercial solar system and residential solar systems in North America and Europe. We believe that every customer is unique and every customer has a unique set of needs and desires for his or her project. Our goal is fulfill the customer's need and desires by exploring with the customer all possibilities with an open mind and an out the box spirit. Once we fulfill the need, we go a little bit beyond his or her expectations, just to make it perfect and have another delighted customer.

Growth, growth, growth...

Our mission is to install 1,000,000 solar systems around the world and have 1,000,000 delighted customers.



We are the beginning of our journey and so far we have been doubling our business every year.

Market Coverage

We see the world as our market. However, today we are concentrating our efforts in North America and Europe.



Each region is different. Some regions are better for the commercial market, or the utility scale power plants or the residential market. We analyze each region to understand where the opportunities exist given our current and future product and skill sets. We develop the market niches where we feel we have a strong competitive advantage.

Premier Power's flag

Premier Power team is comprised of 80 outstanding players from 10 different nations. The team diversity is key to our international expansion.



Achievements:

We ranked two years in a row (2006 & 2007) in the Inc. 500 magazine list of fastest growing companies in America.

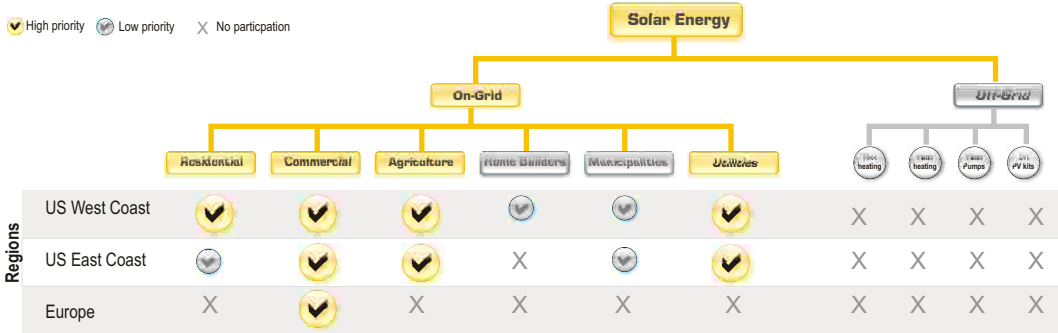


In 2006 we became the #1 dealer of GE modules in the US^{*1}.



^{*1} Source: California Energy Commission Rebate data from 1/1/06 to 31/8/06

Market segments by region



Some of our solar projects

Agricultural

Electric Utilities

Commercial & Industrial

PG&E Service Center San Francisco, Sierra Pacific Power Company, AT&T, Princeton University, Millennium Sports Club, AdWell, KB Homes, Jay Leno's Garage, enXco, SMUD, Premier Homes, Shafer Vineyards, Trinchero Family Estates, Chappellet Winery, Silverado Vineyards, Chateau Montelena, Spottswoode, Larkmead Vineyards, Madroña Vineyards, Redwood Ranch & Vineyards, Nicole Vineyards, L'Aventure Vineyards, Saxum Vineyards, Sierra Vista Vineyards, Domain de la Terra Rouge (Easton) Vineyards, KT Winco, Nexus, Impact Photo Graphics, OTIS

Company History

Premier Homes was founded in 1986. In 2000, we started to install solar PV systems in every third home as a standard feature. We created the solar division to fulfill the demand for retrofit solar. The division grew very fast and Premier Homes decided that solar was not part of their core business so in 2003 Premier Power spun off as a separate company. By the end of 2003, we were among the top 75 solar integrators in terms of sales volume. We worked with GE Energy formerly Astropower to market the first solar integrated tiles which helped us establish a leading market position to become the number 1 installer of integrated solar tiles in the U.S.

In 2006 we were among the top 5 solar integrators across all product types by sales volume.

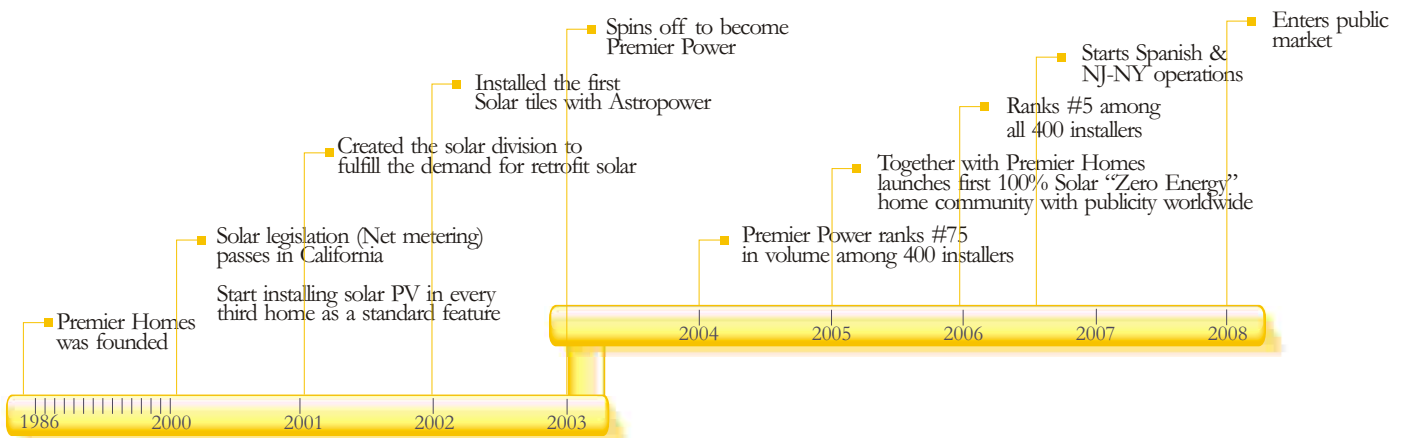
By the end of 2006 we extended our geographic footprint to include installations in California, Nevada, New

York, New Jersey and Navarra & Madrid Spain.

Throughout the year, we announced a host of new customer awards. For a full review of our announcements, please visit www.premierpower.com and click on the Company-Press Release link on the top menu. Over the last few years we have built the foundations for our company's continued rapid growth which are:

1. **Diversification** (international and across vertical markets)
2. **Innovation** (cost effectiveness, looks & aesthetics, higher efficiencies)
3. **Customer focus** (the customer experience to delight our customers. To deliver the beyond the expected. Why? repeat, referral and renown)
4. **Branding**
5. **Vertical integration** to control the quality of the offering (PPA, engineering, energy management)

Timeline



Why Premier Power: reason #1

diversification

1. Geographic Diversification

Today solar power is directly competitive without incentives with retail electric rates in the highest cost markets around the world. In the United States and Europe the government provides financial incentives in the form of rebates, tax credits, renewable energy credits and feed-in-tariffs to accelerate the production of renewable energy to meet national and local mandates such as the Kyoto protocol & Renewable Portfolio Standards.

A geographic diversification strategy is a “must have” in the solar industry. Europe and North America are going

to continue to be the largest consumer of solar power.

We are operating in two continents in multiple locations. Our current market coverage is Northern and Southern California, New Jersey, New York, Madrid and Pamplona Spain.

2. Vertical market diversification

Not only have we diversified across geographies we have also diversified across different vertical markets, commercial, agricultural, residential, homebuilders, and solar power plants.

Why Premier Power: reason #2

engineering & innovation

Our superb engineering & design and teams are in constant look for solutions that improves the performance of the system, improve the financial return on investment for the customer and enhance looks of solar by integrating to building's architecture. We pride ourselves in thinking outside the box to innovate and find the right solution for our customers.

Smart electrical engineering

A solar system design may have the best modules, inverters and tracking system available but if the electrical engineering is not done by experienced solar electrical engineers with the right modeling software the solar system will under-perform, thus reducing its ROI.

Commercial projects

Some solar companies utilize experienced installers to design solar systems while others utilize entry level civil, structural or mechanical engineers to design large commercial systems. At Premier Power, we have, on our staff, one of most experienced and talented State Licensed Professional Electrical Engineers (PE) in the industry, Ken Baker, who leads a team of talented mechanical, structural and electrical engineers.

Only the best can do it right

While in most cases non-electrical engineers can design a residential or small commercial system to meet most building codes, there is a much greater risk when engineering a large commercial or utility project if a solar licensed electrical engineer is not designing the system.

The major risk of a flawed design is an underperforming system due improper wire sizing which could cause voltage drops that produces a power loss in the form of heat. Premier Power consistently exceeds industry standards for system design and engineering. For example, many companies design the electrical distribution system for a 1.5% voltage drop which is considered acceptable in the industry. We go beyond the industry standard to give our customers more than standard. We design our systems for a less than 1% voltage drop. A solar system with minor design and engineering flaws can lose up to 5% of the potential electricity production (kWh) annually.

Solar Power Plants

The need for superb engineering is exacerbated for solar power plants that tie directly to a utility sub-station or transformer. In addition these projects required experience handling high voltages.

Why Premier Power: reason #3

we delight customers

When it comes to recommending a solution to a customer, we are **technology agnostics** because not all customers are the same. They all have different needs and one size does not fit all. We put all of our energy in helping the customer discover the best possible solution.

Some customers look for...

- A highly visible solution to help their brand or green marketing initiatives. (For example solar facades)
- A very discreet solution that is not noticeable by the public (For example building integrated solar tiles)
- The most efficient solar system, the one that maximizes ROI. (For example thin film or dual axis trackers)
- The most reliable solar system, the one that have the minimum risk (For example a GE solar module vs. an unknown Chinese solar module)
- The latest technology available. The coolest product. (For example the biggest dual axis solar tracker)

- The design that best meets function. (For example solar parking)

- A more environmentally friendly installation method that eliminates injecting concrete in the ground (For example our proprietary ground ballasted system).

Customer focus

We believe that the only way for a healthy growth strategy is to have delighted customers. Treating each customer uniquely. We put a lot of effort to enhance the customer experience from their first contact with Premier Power until long after the system is completely installed. Delighting our customers is our goal, we strive to deliver more than is expected. We put all of our employees to a “think like a customer” training. We have defined specific customer points of contact, train our teams and develop the red carpet installation. We not only train, plan and execute customer satisfaction initiatives, but we also measure utilizing the Net Promoter Score by surveying all of our customers.

Why Premier Power: reason #4

the brand, the cool factor

The cool factor

Our color is yellow, which symbolizes the sun, its infinite power, its greatness, its brightness. We want our brand to stand out by being remarkable by being different. We strive to be the iPod of the solar industry by presenting to our customer the best design to fit their needs.

We want potential customers to say. *Wow, did you see that project Premier Power built, it is remarkable, cool, looks great, sleek, hip, fashionable, glamorous, trending, high-tech & stylish. I want something like*

that...

Cool can mean stylish, aesthetically pleasing, latest technology, functional or it could mean how could they get such a high return on investment.

How do we become remarkable is by first understanding the customer needs, second is by providing a great solution to fulfill the customer needs and third is to provide an outstanding customer experience that is memorable. We want our customers to be proud of their own system many years after the installation.

Why Premier Power: reason #5

aggressive growth

Vertical integration

Premier Power is deploying a roll-out strategy over the next few years to further expand its market area. This primarily concerns further expansion in North America and Europe. We are evaluating the future role of Premier Power in areas where new solar incentives are introduced such as Colorado, Texas, Italy, France and Florida. In doing so we will build a sufficient size in which Premier Power can gain a substantial buying power, which can be translated to attractive pricing, a competitive advantage, while maintaining profit levels. We do not rule out related strategic acquisitions of providers of solar system components such as manufacturers of solar trackers, racking and monitoring systems as well as energy consulting firms. To reinforce the market positions we hold in our current operations, there will also be acquisitions within our existing market areas. Acquisition candidates are analyzed carefully and are only considered if there is a cultural fit, are 1st, 2nd or 3rd in their market and can make an immediate contribution to the company's profit.

Most importantly at this stage is to monitor and detect profitable opportunities in different geographies to expand our footprint. We are in the process of optimizing our replication strategy (marketing, sales, installation,

services) for remote sales and installation offices which will allow us to grow at a faster speed with a very high success rate in new markets. We are very confident that we can sustain our organic revenue growth.

Research & Development

Premier Power has been highly involved with research and development of more efficient and less labor intensive racking designs. Premier Power believes strongly in protecting the environment and the "Leave No Trace" mindset, therefore we have developed a ballasted ground mount system that sets upon the ground. This system requires no holes, no cement in the ground and virtually no environmental impact. This system is very popular among National and State Parks through out the US. We have also developed a roof mounted racking system that has decreased material cost by two thirds and also decreased installation cost by half. This racking system allows us to install systems more efficiently and at the proper angle to maximize solar production, which is extremely beneficial for Power Purchase Agreements (PPA).

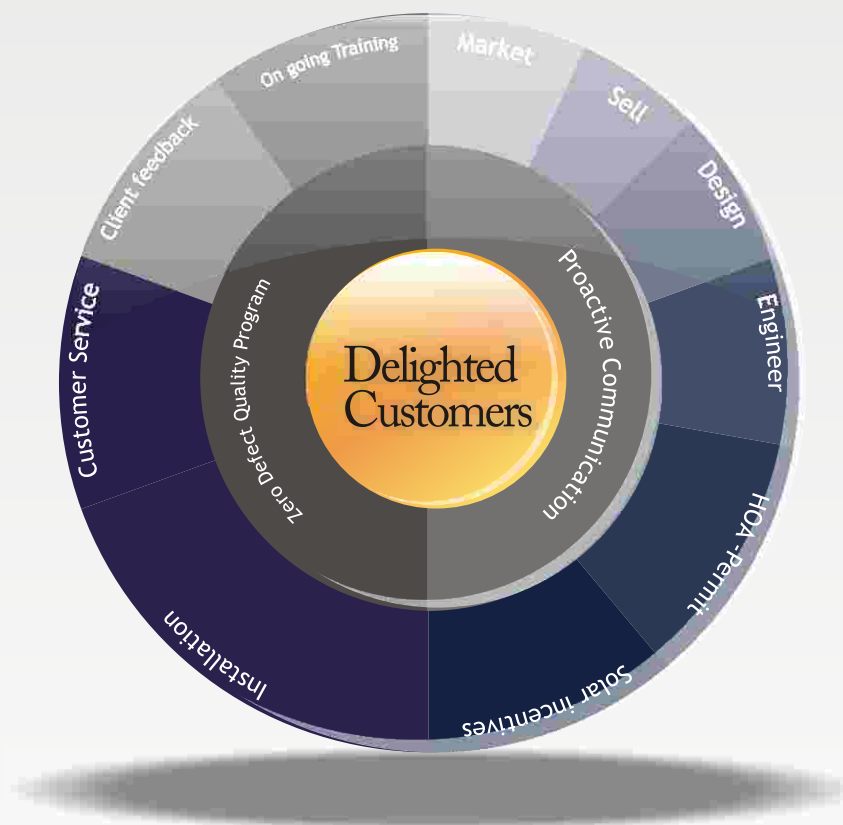
What we offer

A Peace of mind. With our complete solution approach our customers have nothing to worry about. We take care

of all the hassle of the construction project. We even work around operation's schedule to minimize any impact on their business. We are members of the Solar Energy Industry's Association (SEIA). We hold solar and electrical contractor licenses in the regions we operate (CA-Electrical, C2 NV-Electrical & C46 CA-Solar)

We have the highest sales certification available in our industry.

Our Focus



Delighting our customers...

We are a **capable**, **reliable** and **professional** team of “can do” engineers, electricians, construction managers, project managers, rebate program managers, installation crews, customer service representatives, and sales consultants.

Our specialty is “thinking outside of the box.”