



Power To The People....Introducing  
**SunnyMoney**

"Rebel" Hydro Customer Issues Bold Demand...

"Show Me  
the Money!!!"



Solara - SunnyMoney's GoSolar Girl

**You Asked, We Deliver!**

**Dear Fellow Ontario Home and/or Business Owner,**

Ontario's power authority has proposed paying 80.2 cents for every kilowatt-hour it buys from a residential or commercial rooftop solar system.

That's rich. It amounts to an 82 per cent increase over the previous rate offered under the province's standard offer program. The new **Feed-In Tariff (FIT) also known as MicroFIT program** is helping create the new solar economy and solar revolution in Ontario, Canada.

Proposed Feed-In Tariff Prices					
Technology	Capacity	Price (c/kWh)	Technology	Capacity	Price (c/kWh)
<b>Biomass *</b>			<b>Solar PV</b>		
	Any size	12.2	Rooftop	≤ 10 kW	80.2
<b>Biogas *</b>				10 – 100 kW	71.3
	≤ 5 MW	14.7		100 – 500 kW	63.5
	> 5 MW	10.4		> 500 kW	53.9
<b>Waterpower *</b>			Ground Mounted	≤ 10 MW	44.3
	≤ 50 MW	12.9	<b>Wind</b>		
Community Based	≤ 2 MW	13.4	Onshore	Any size	13.5
<b>Landfill gas *</b>			Offshore	Any size	19.0
	≤ 5 MW	11.1	Community Based	≤ 10 MW	14.4
	> 5 MW	10.3			

The Ontario government is serious about driving demand. The ambitious aim is to see 100,000 solar rooftop systems deployed across the province as a result of the newly proposed rate, which is called an advanced feed-in tariff. To be clear, the solar electricity a residential system generates isn't consumed by the home. All of the power is fed into the electricity distribution system outside your home and business. Home and business owners, in essence, become power generators. Every single kilowatt-hour that's produced **generates 80.2 cents worth of revenue** for the homeowner.

## Get FIT. Get \$11,172 A Year



What does the new FIT program mean for home and business owners looking to take advantage of the new rich pricing? According to a 2006 federal study, the average one-kilowatt rooftop PV system in Ontario would generate 1,161 kilowatt-hours per year. At 80.2 cents per kilowatt-hour, that works out to \$931 annually. A ten-kilowatt system would therefore **earn (931x12) \$11,172 a year**.

At an average \$100,000 for such a ten-kilowatt system, divided by \$11,172, it works out to a **payback of just under 9 years**. It means that the remaining eleven years in the 20-year contract with the power authority would pay out an additional **\$122,892** for the home or business owner. Plus the average solar panels are expected to last for 40 years and can potentially generate over **\$223,000** in additional revenue for the next 20 years. That's a total of **\$345,892** after the payback. Take action now and keep this money where it belongs..... in your wallet.

# Zero Tax. Write off Everything You Earn From Your Solar Electric System.



Your ten-kilowatt solar system might be small, but in the eyes of the Canada Revenue Agency, your contract with the power authority makes you a business. This means the income you earn from selling kilowatts is taxable. But don't stress, your taxes might become more complicated, but you can reduce your taxable solar income by depreciating the capital cost of your PV system. If, for example, you earn \$11,172 each year you can bring the taxable portion to zero by deducting \$11,172 each year over 9 years – that is, until the \$100,000 cost of the system has been fully depreciated. It means you can pretty much **write off everything you earn**.

## There Must Be A Catch?



So, is there a catch? Well, yes, there is that whole **shadow problem**.

Fact is, not every residential or commercial property is ideal for solar PV. You need to have a sloping, south-facing roof that isn't blocked by trees or other buildings as the sun travels each day across the sky. Alternatively, if you have a flat roof, SunnyMoney can mount the panels at an angle.

It's worth keeping in mind that even a little bit of shadow from a tree branch can significantly reduce the system's power output. Will a tree beside your house or business grow so tall that 10 years on it will block your panels? Will a neighbour build a second or third level?

# The Energy World Is Changing Fast... And So Must You



Well that's exactly what we intend to do. And you better believe we intend to respond to Peter's (our Rebel Hydro customer) challenge...**With bells on!** At the crossroads of our economy and our environment lie untold opportunities to develop new, innovative solutions towards achieving sustainability. Canada is poised to respond to both the demand for renewable sources of energy and environmental stewardship, and to the need for **immediate job creation and economic stimulus.**

## Decision Time Is Here: Stand Still and Wither... Or Surge Forward and Prosper!

# Prosperity!

Listen, **we are ready to show you the money.** Take action now; print, complete and fax "Request For Free Estimate" form below to our toll-free fax number **1-866-302-7490** today. We will get started right away to offer you customized solutions that save you hassles and make you money.

**The Sun belongs to you.** Enjoy the positive cash flow and tax savings for the rest of your life. Don't let this opportunity pass you by as it is limited to first 100,000 applicants in Ontario. The opportunity is fresh, makes economic sense, and creates a win-win for everyone. Today is a new day to take immediate action. You will be glad you did.

# Solar Financing

Financing is the key to making solar energy reachable and attractive to homeowners and businesses. Financing is the norm for other sources of energy (coal, nuclear, etc.) so why not solar? We're glad you've decided to go solar! And we're glad you've decided to use our service.

## Can't Afford Solar Panels? Lease Them Introducing SunnyMoney's GoSolar™

SunnyMoney offers a highly attractive solar financing/lease program which produces substantial savings in the short and long term. Our lease program generally features the following benefits:

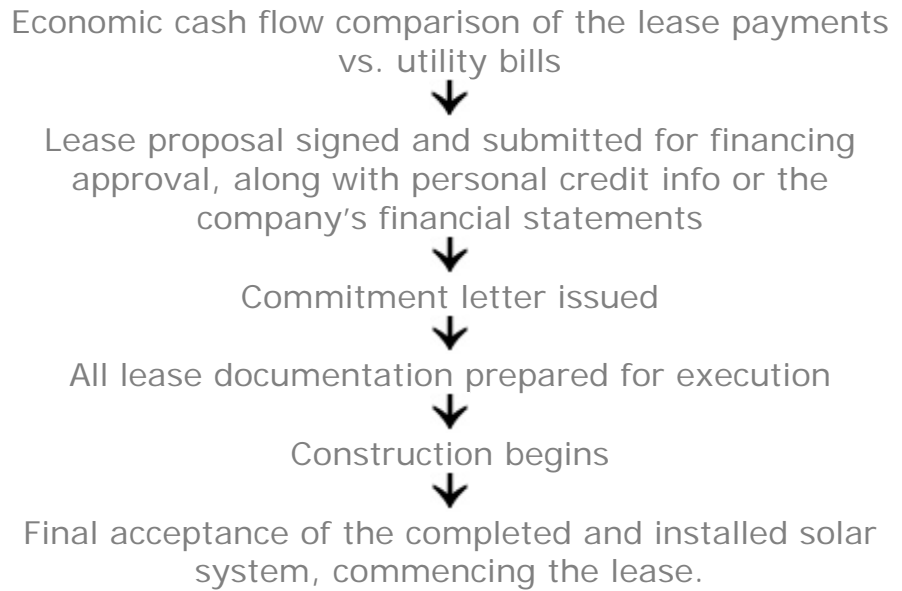
- Zero down payment
- 100% Financing with Fixed Rate Monthly Payments
- Keep your approved credit lines available for other purposes
- System pays for itself through Feed-In-Tariff Revenue
- Meets Ontario FIT Domestic Content Requirements
- Flexible terms
- Low buyout

## Top 10 Reasons to Lease your Solar System

1. **100% Financing**  
No out-of-pocket costs. No down payments. No deposits. Zero initial cash outlay.
2. **Optimal Use of Solar Tax Benefits**  
Federal solar tax credit and accelerated depreciation lower the lease payment.
3. **Renewable Energy Credits and Carbon Credits**  
All applicable and available credits benefit the client's account.
4. **Fixed Payments for the Lease Term**  
Fixed monthly lease payments represent a significant hedge against rising utility rates.
5. **Expensed Lease Payments**  
Most leases are considered "true leases" for tax purposes, with the lease payments treated as an operating expense.
6. **"Operating Lease" Accounting Treatment**  
Most leases meet FASB criteria for off balance sheet, "operating lease" accounting treatment.
7. **Preserve Credit Lines**  
Leasing represents an alternative source of funds. Bank lines remain intact for other uses.
8. **Fixed Purchase Option**  
Structure the lease to offer a fixed—not fair market value—purchase option at the end of the lease term.
9. **Renewal Options**  
Attractive renewal options are available with every lease.
10. **Savings**  
Solar provides enormous savings over paying high utility rates both immediately and over the long term—see our lease cash flow comparisons.



## Procedural Flow



## Get a Free Estimate – Print, Complete and Fax to 1-866-302-7490

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Product: PLEASE CHOOSE

Residential Solar Lease

Commercial Solar Lease

Upfront Purchase

Rent My Roof Space

### Time Frame:

Immediately

Within 1 to 6 months

Within 6 to 12 months