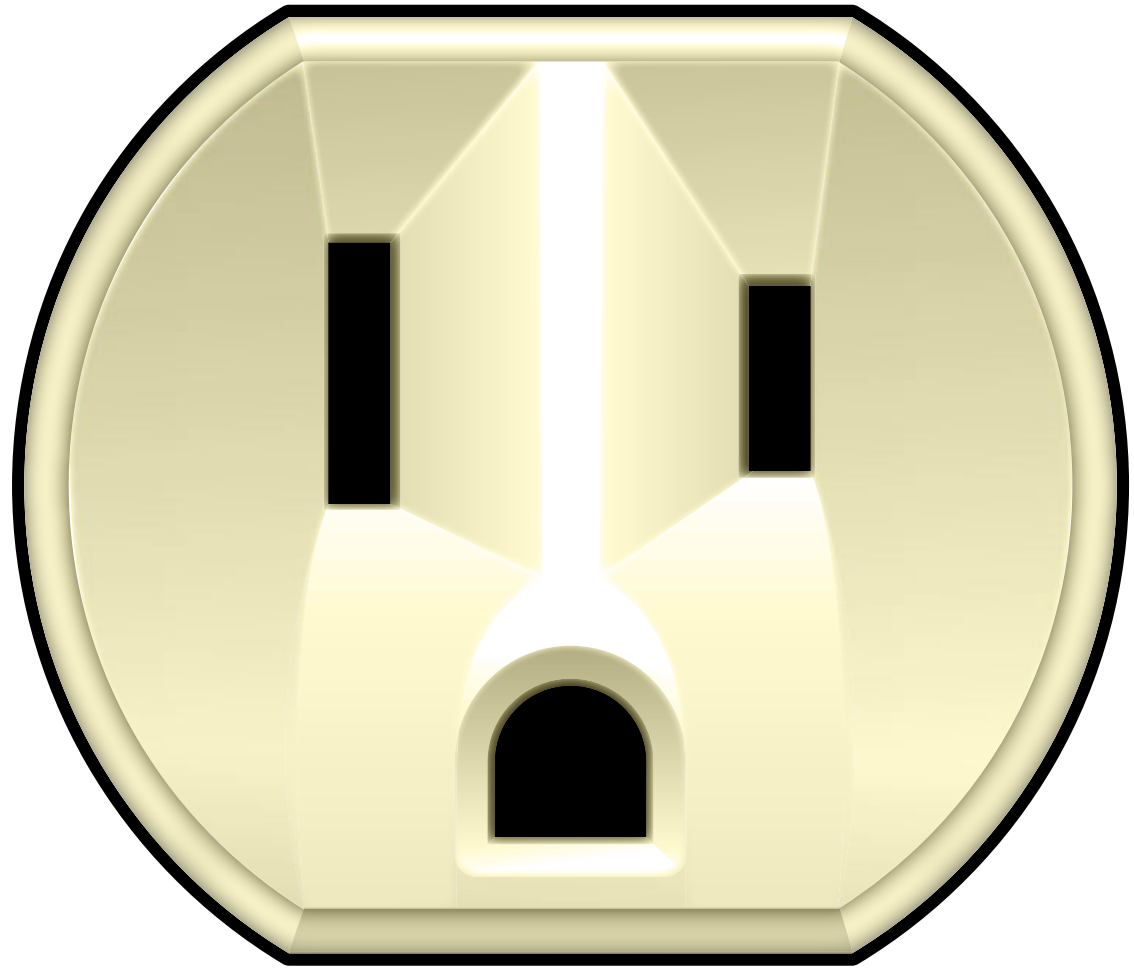
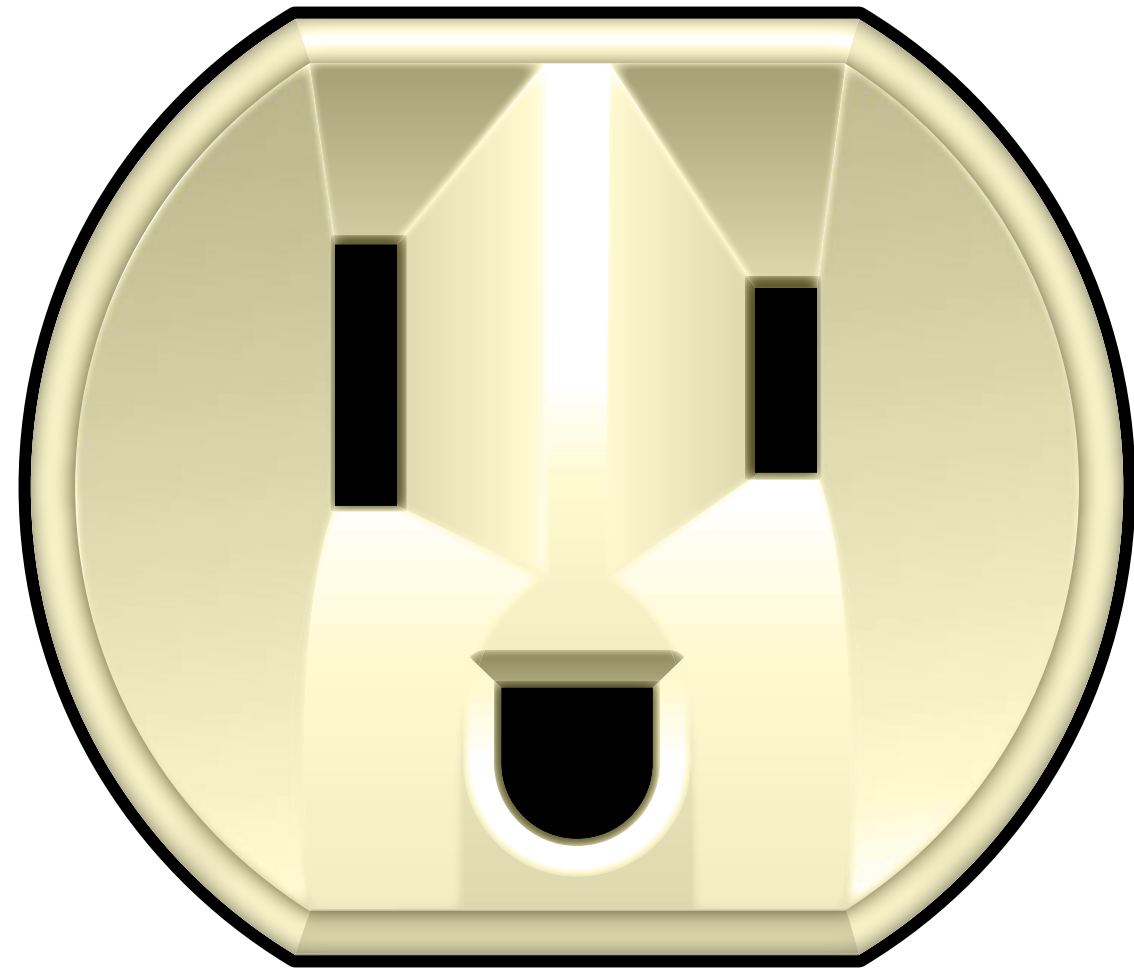


TURN SUNSHINE INTO MONEY!



**SOLAR POWER!
GET REAL, I CAN'T
AFFORD THAT!**



**YOU CAN IF
PURE ENERGIES
PAYS FOR IT!**

It's hard to have a green footprint when all that wonderful new green technology costs so much money up front.

And who can afford to wait several years for it to pay back the investment?

Well now the payback starts on moving day.



How, you ask? It's very easy.

Simply join with Pure Energies, your builder, and all your neighbours in The Pure Energies Solar Community. It's a partnership between all of us to reduce the need to burn fossil fuels to generate electricity in Ontario.

Pure Energies is a new green enterprise made possible by the Green Energy Act. Our business is to harvest solar photovoltaic power from the roofs of new homes and sell it into the power grid at the subsidized rate.

The more of this we can do the less they'll need to burn fossil fuels, so we plan to sign up thousands of roofs all over Ontario.

Do nothing, get paid for it.

To help us do that we will pay you, the home owner, to let your new home be equipped with a rooftop solar PV system. In partnership with your builder, we will provide all the materials, know-how, installation

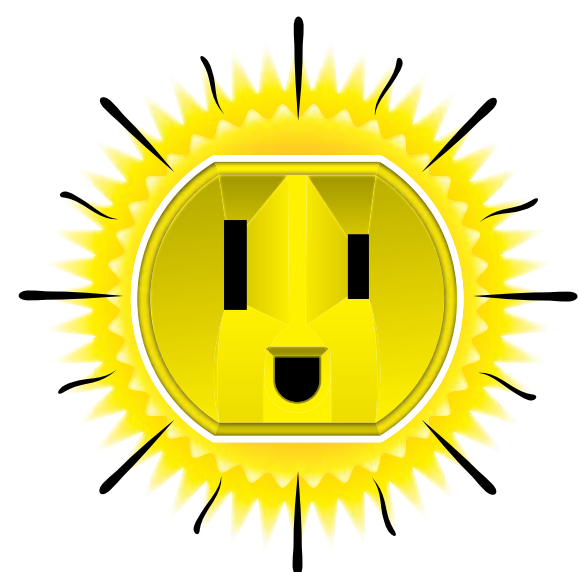
and maintenance for the next twenty years.

This could be worth over \$20,000 to you and all of your neighbours who join.

You will receive money up front in cash or upgrades, and an annual payment based on the size solar array we can fit on your roof. The bigger the installation, the more power we can generate, and the more money you get.

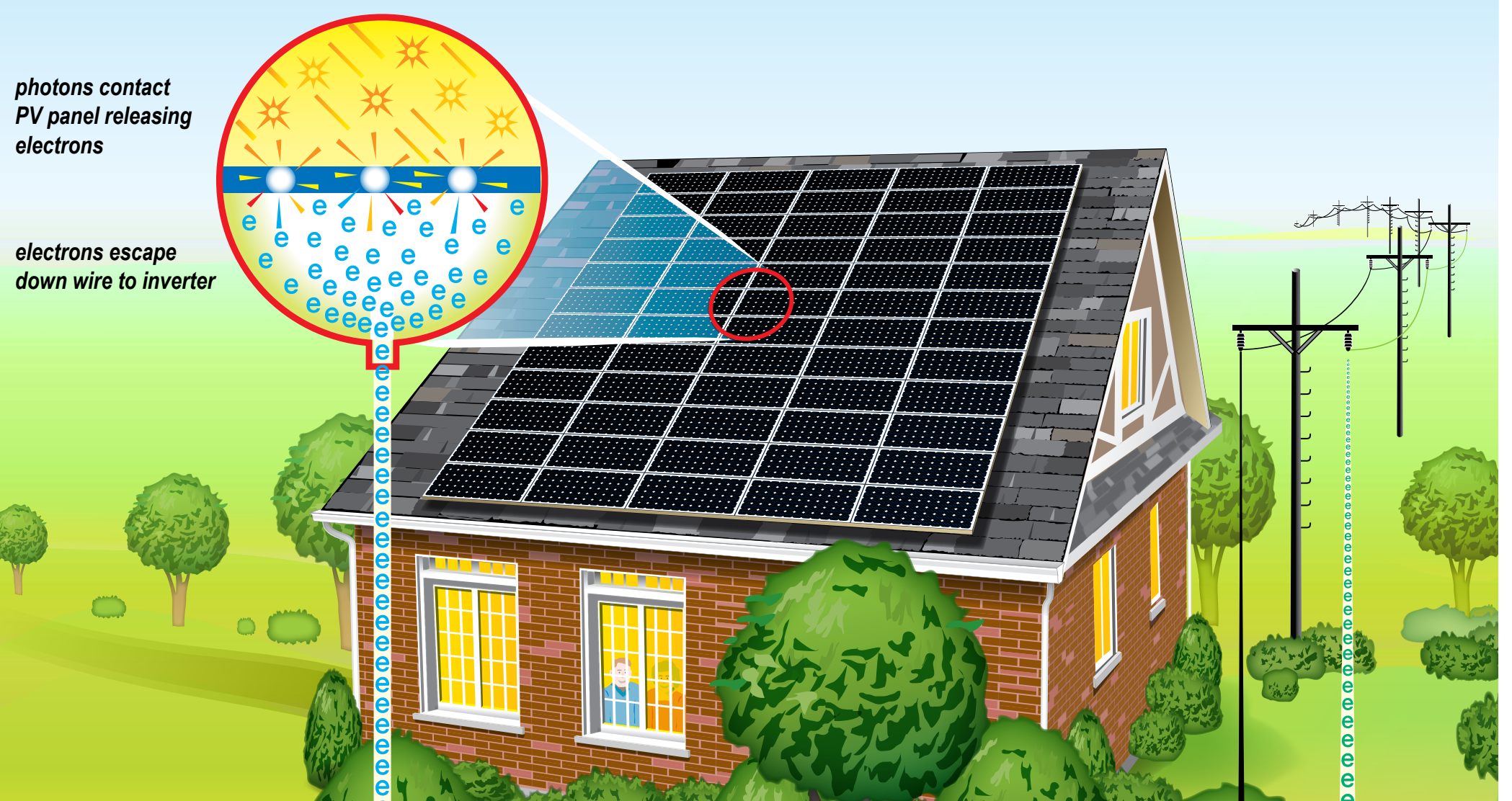
No hassles!

Pure Energies saves you the hassle, while you make the money. Better still, you'll make something you couldn't make before – a genuine difference.



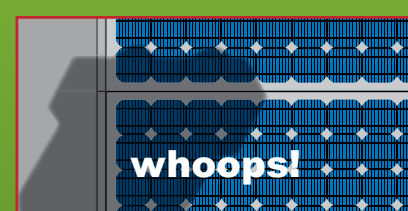
**JOIN THE
PURE ENERGIES
SOLAR COMMUNITY.**

How does a system work? It's not hard to imagine how we get heat from the sun, but did you ever wonder how we get electricity from it? The yellow spots represent photons. Photons are units of light energy, part of what makes up sunlight. When Photons interact with a photovoltaic panel they get all excited and release lots of little electrons. Electrons want nothing more than to get the heck out of there as soon as they're released, so they'll jump on the first available path and run for it.



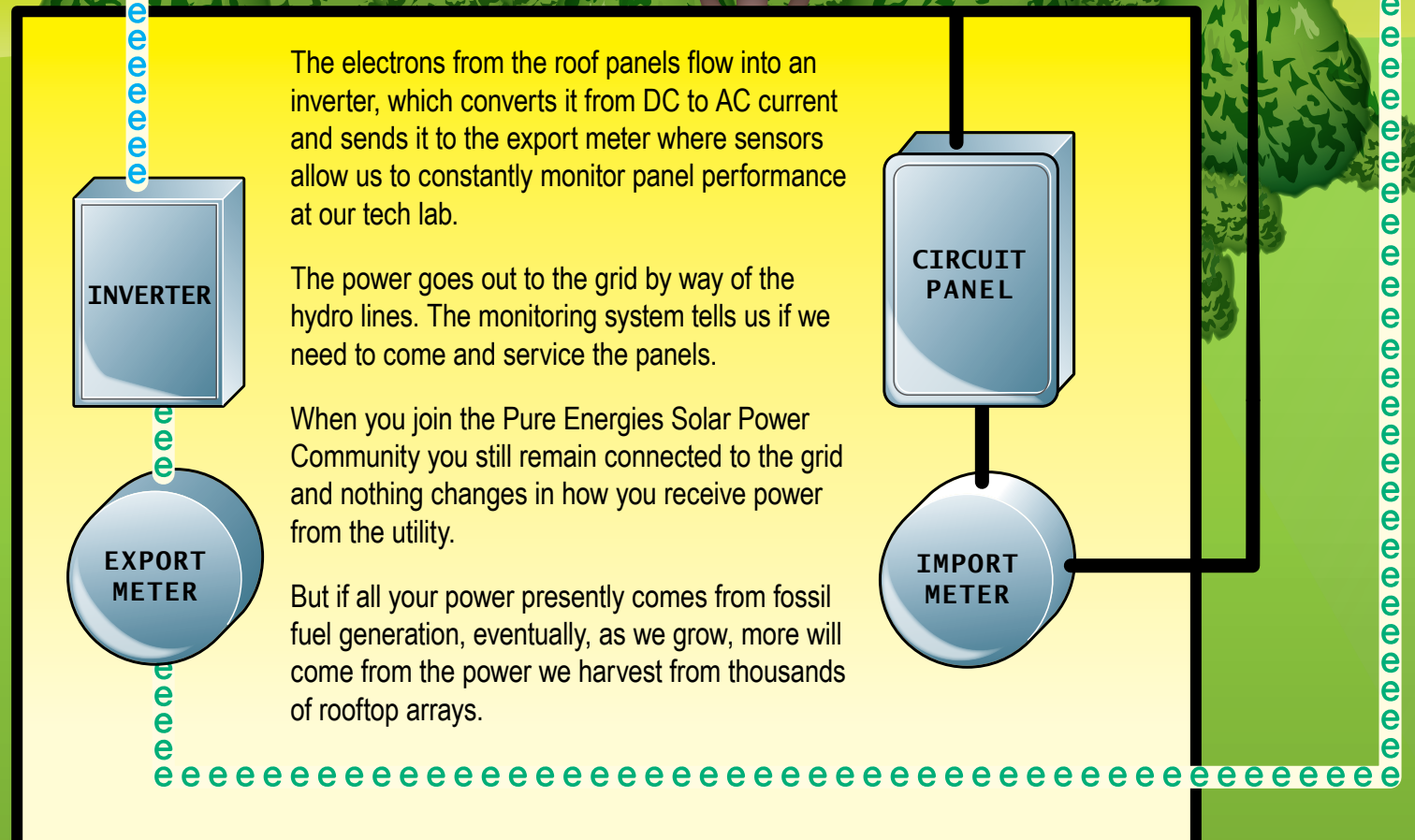
CAUTION. All systems are not created equal.

You'd be surprised at what can go wrong with an installation. For example, how many realize that a panel array is made of several separate modules, and for a system to work at full capacity the entire array has to be in full light. And if the shadow of a chimney or something passes over part of just one panel its output drops and the output of the entire panel array drops with it.



That's just one example to point out that, while installing a panel array is no more difficult than doing a good job of installing a roof, we've got a lot of knowledge about panel installation and maintenance.

Pure Energies draws on experience gained over the last 30 years in Europe



The electrons from the roof panels flow into an inverter, which converts it from DC to AC current and sends it to the export meter where sensors allow us to constantly monitor panel performance at our tech lab.

The power goes out to the grid by way of the hydro lines. The monitoring system tells us if we need to come and service the panels.

When you join the Pure Energies Solar Power Community you still remain connected to the grid and nothing changes in how you receive power from the utility.

But if all your power presently comes from fossil fuel generation, eventually, as we grow, more will come from the power we harvest from thousands of rooftop arrays.

and the western US, and we've brought it to the business in Ontario.

Yes, but what if it breaks anyway?

If a system breaks down it's our problem. Just as your rental water heater is the responsibility of the utility that provided it, our panels are our responsibility. Installations are insured the same as everything else in your new home.

Our business depends on the solar array actually working, so we constantly monitor system performance and if we need to come out and sweep the snow off, that's what we'll do.

Should a system break down you won't even notice because the power still comes into your home through conventional means

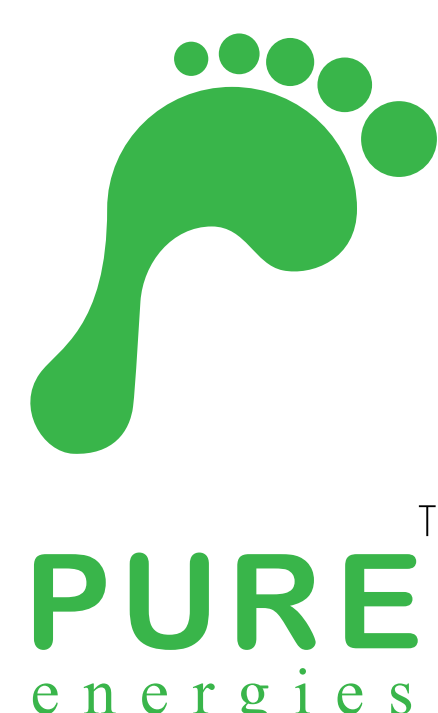
Join the Pure Energies Solar Community and receive cash or upgrades for your new home, plus an annual payment of up to \$1500 for the next twenty years.



the MARSHALL HOMES GREEN INITIATIVE



HOMES of LASTING CHARACTER make NEIGHBOURHOODS of LASTING VALUE.



**JOIN US
ON THE
ROOF!**

www.pure-energies.com
416.913.0787