

# Welcome to the Ambassador Energy Revolution!

Ambassador Energy is a uniquely scalable solar energy solutions company which bridges user demand with evolving technologies through our nationwide network of independent Authorized Agencies.

These "Earth Ambassadors" have completed AE training to become members of the AE exclusive-distribution family and receive on-going training and support.



We invite you to play a vital role in changing the climates of our world



# What makes the Ambassador Energy offering valuable?

## Benefits

Ambassador Energy enables its Earth Ambassador agents to thrive. They become a part of an industry-leading corporate platform which not only provides the roadmap, but also, the processes and materials necessary for success.

By working with Ambassador Energy, smaller agencies appear more robust, ultimately winning more business, and large organizations gain a turnkey process to immediately add to their portfolios.

## Features

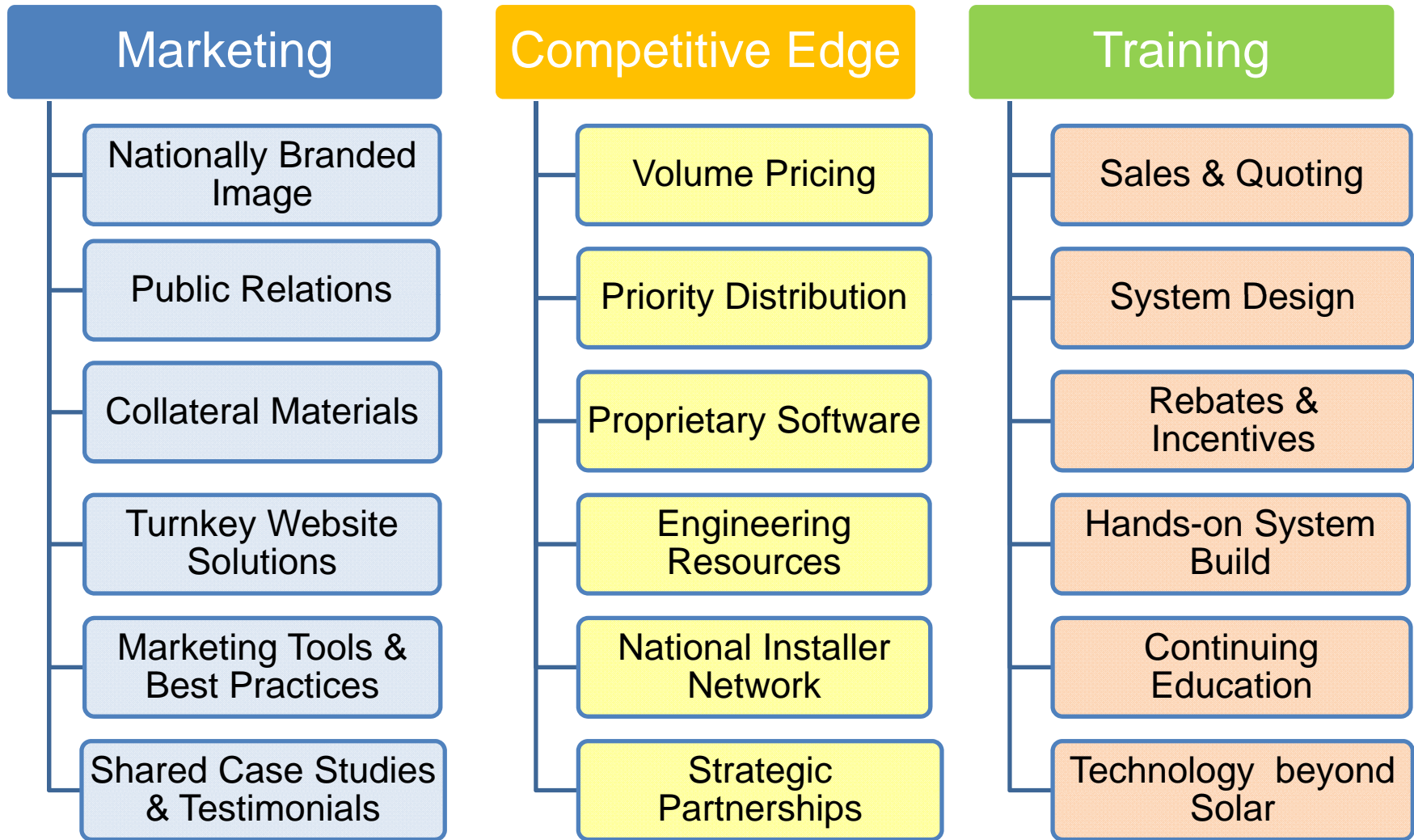
Ambassador Energy's proprietary Energy Roadmap delivers all of the tools to meet and beat the competition:

- Ambassador Energy Branding
- National volume product pricing
- Proprietary tools and training
- Access to AE's network of installers
- Professional marketing materials
- Strategic alliances
- Support and mentoring

### MISSION STATEMENT

Providing renewable energy training and solutions, Ambassador Energy personifies passion for continuous education, creative thinking and courageous solutions which are changing the world, thus benefiting the shareholders of our company, and ultimately, the shareholders of our planet Earth.

# The Ambassador Energy offering



# How does Ambassador Energy support its Agencies?



# The Pain – The Race

The current distribution model does not offer emerging integrators a ONE-STOP-SHOP with a quick start to the energy race, including:

- Coaching and Training
- Logistical Support
- Marketing Support
- Field Support
- Leads
- Websites
- Leveraged Vendor Partnerships
- Strategic Alliances

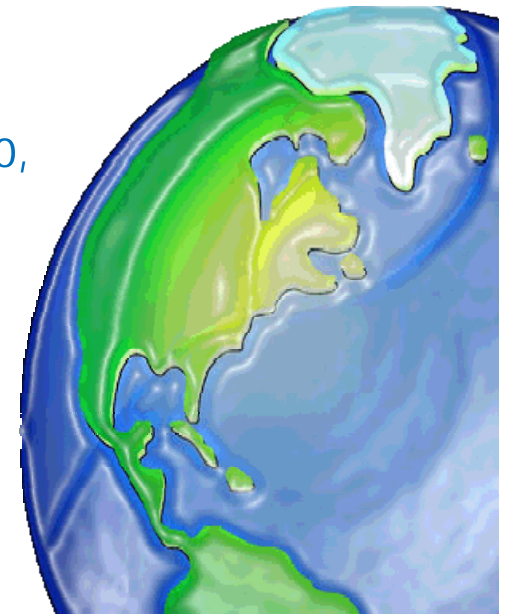


# The Cure

Ambassador Energy is a partner to our downstream integrators, providing, in a nut-shell, support well-beyond product purchase.

We are vested in the success of our Ambassador Energy Agency family, deriving great satisfaction in the fruits of their labor. We are personally and professionally proud of being a part of successes in this emerging industry. The success stories from them are many and a reward in themselves.

The on-going, collective success of our agencies feeds the ability to, through recruitment and growth, positively affect more entrepreneurs and families, while growing the returns for AE corporate, our Earth Ambassadors and our shareholders.



# Skin in the game

Ambassador Energy's leadership includes:

Real time in the field - Real field, sales and installation experience has resulted in the ability to jump-start our Agencies' businesses, reducing their learning curve so that they may achieve success in record speed. As in all revolutions, time is critical. Speed to market is the silver bullet.

Expertise – the leadership of Ambassador Energy has dedicated a collective ten+ years in understanding the technology and the marketplace of the solar revolution. Agents leverage our experience and on-going research, thus staying on the cutting edge while eliminating the need to hire employees to do the same.

Robust & Diverse Advisory Board – includes: CEOs; Entrepreneurs; Corporate Negotiators; Contractors, including a seasoned Roofing Professional

# Ambassador Energy Summary

Ambassador Energy's brand is becoming known nationally and is associated with our core philosophy of being "Ambassadors to the Earth". Our culture of doing the right thing for all end-users is changing lives and changing the world one renewable energy system at a time.

**Ambassador Energy continues to garner interest through an aggressive marketing campaign. Marketing and press currently in place include:**

- Keeping America Strong Award – presented by William Shatner and Rear Admiral Kevin Delaney
- Heartbeat of America – 30 minute television program hosted by William Shatner and Doug Lewellen
- CNN television spot running in 48,000 airport terminals nationwide (see our website page "Become an Agent")
- Speaking Engagement - International Roofing Show in New Orleans Feb 2010
- Published author of solar articles
- Interview on American Airlines Business and Technology Radio
- National web campaign – SEM and organic
- 100's of press releases, articles and media mentions





# How the Ambassador Energy Agency program works



Becoming an Ambassador Energy Agent, or “Earth Ambassador”, is the first step toward securing your position in this Energy Revolution. As we provide you our proprietary roadmap and tools, we become vested in your success. We only succeed as you succeed.

Ambassador Energy’s model is unique in that it is *not* a franchise model with a one-sided revenue stream associated with your initial investment. Instead, our low start-up fees demonstrate a mutual investment in your business, with the shared goal of quickly creating for you a competitive, robust renewable energy business through knowledge, shared experiences, best pricing, new technologies, camaraderie, and the priceless component of on-going support.

# How the Ambassador Energy Agency program works

## *Training:*

You are provided two seats (more may be available upon request) at New Agent Training at Ambassador Energy's corporate offices in Murrieta, CA. Training includes:

- Sales and Marketing best practices
- Rebate protocols
- State rebate filings
- Net Metering applications
- PV estimating and string sizing
- PV quoting on quoting software
- Hands-on construction of 1.8k ground-mount solar PV system
- Certificate of Completion
- Monthly webinars for continuous education
- New technology webinars and special training



# How the Ambassador Energy Agency program works

## *Product Pricing:*

Nationally-leveraged volume pricing through AE's distribution allows Agencies to enjoy pricing of that of a high-volume integrator right out of the gate. With AE's model, pricing for all agencies gets better as we grow.



# How the Ambassador Energy Agency program works

## *Logistical Support:*

- Sales coaching
- System quoting
- Quote review for accuracy
- Purchase order support
- Permit/Rebate/Net Metering filing support
- Federal Tax Credit (ITC) & Treasury Grant training & data

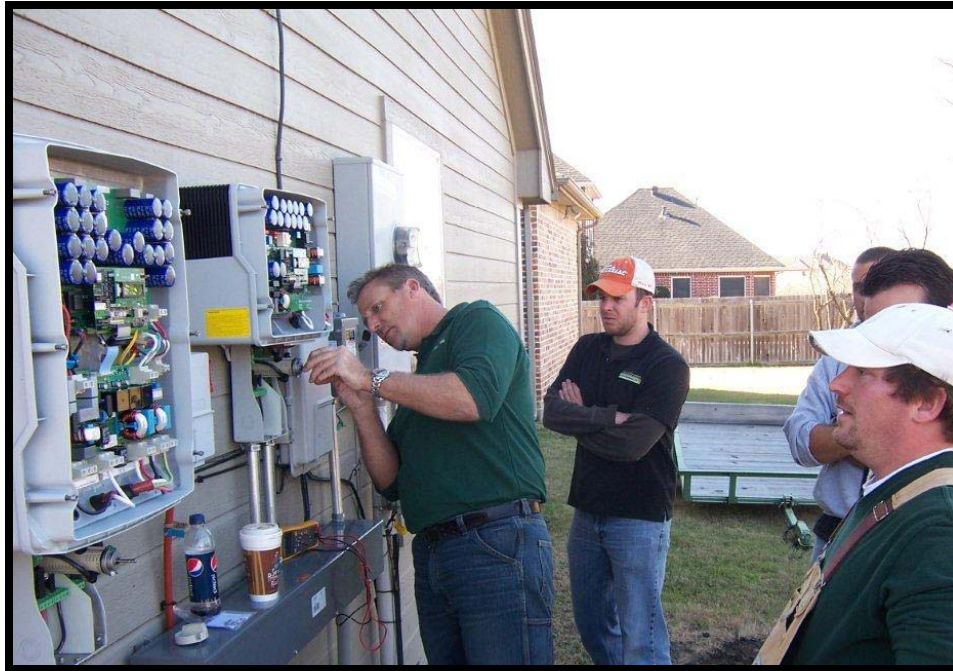


# How the Ambassador Energy Agency program works

## *Field Support:*

Upon request

Receive field support via a member of your AE Field Support Team, who will physically supervise your first installation.

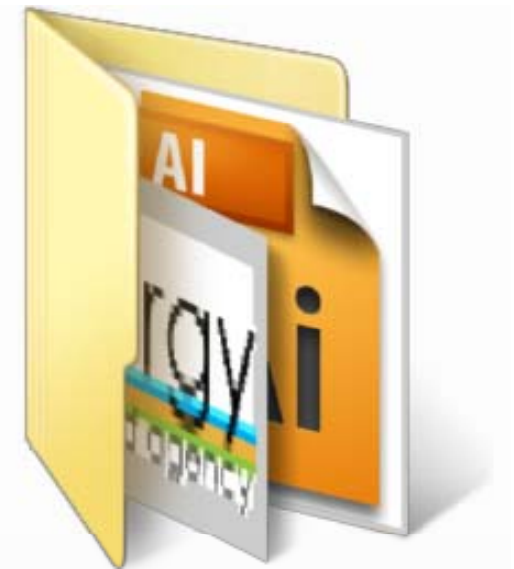


# How the Ambassador Energy Agency program works

## *Marketing Support:*

Access to AE Agent Market Center on password-protected agency website, which includes:

- Templates for printed collateral materials
- Logos – will assist creation of yours, if needed
- Nationally-leveraged vendor pricing on SEM, leads, printing collateral materials
- Marketing best practices
- Case studies
- Photos
- Customized flyers for your events



# How the Ambassador Energy Agency program works

## Website Marketing:

- Listing with your contact information on Ambassador Energy's agency map and website.
- Upon providing personalized content, you will be provided, at no cost to you, a designated Landing Page on AE's website, which you may use in your marketing efforts.

The screenshot displays the Ambassador Energy website interface. At the top, the logo "ambassador energy" is visible, along with a navigation menu including "About Us / Contact", "Become An Agent", "Green Energies", "Resources", "Sizing & Systems", "Offices", "Steps to Go Solar", and "Blog". Below the navigation, the page title "Ambassador Energy Agency Locations" is centered. To the left of a map, a list of agency locations is provided: Tempe, AZ; Chico, CA; Contra Costa, CA; Hayward, CA; Lake Elsinore, CA; Mission Viejo, CA; Murrieta, CA; Oakland, CA; Palm Desert, CA; San Jose, CA; San Mateo, CA; Temecula, CA; Lake Charles, LA; Oklahoma City, OK; Dallas, TX; and Denton, TX. To the right of the list, the corporate headquarters information is displayed: "Ambassador Energy, Inc. Corporate Headquarters", "24630 Washington Ave, Suite 102, Murrieta, CA 92582", and "Phone: (800) 586.1840 Fax: (800) 793.8001". A map of the United States is shown to the right of the text, with orange pins indicating the locations of the agencies across various states.



## Next Step?

### How you may play a role in the Revolution

If you are interested in becoming an Ambassador Energy Agency, forward an email to the address below indicating that you have read this power point in its entirety. One of our Earth Ambassador liaisons will contact you to further discuss. Upon completion of a quick conversation, a Fee Schedule and Agency Agreement will be provided to qualifying candidates.

[agencyinfo@ambassadorenergy.com](mailto:agencyinfo@ambassadorenergy.com)

Qualifying candidates will have or secure prior to training, appropriate business licenses, insurance and applicable contractors licenses. Agencies who subcontract all or parts of the installation may not be required to hold contractors licenses. Requirements vary by state.

For Earth Ambassador Agency map, go to [www.ambassadorenergy.com](http://www.ambassadorenergy.com) > offices



*Thank you for your interest in Ambassador Energy!*