



**Solar Energy Initiatives,
Inc.
(SNRY)**

**CORPORATE PROFILE
JULY 2010**

Sector: Technology
Industry: Clean Technology
Solar Energy Initiatives, Inc.
 818 A1A North
 Suite 202
 Ponte Vedra Beach, FL 32082
 Phone: 904-644-6090
 Fax: 904-644-6098
www.solarenergy.com

Investor Relations Contact:
 Alliance Advisors, LLC
 Alan Sheinwald
 56 June Road
 North Salem, NY 10560
 Phone: 914.669.0222
 Fax: 914.669.0220
 E-mail:
asheinwald@allianceadvisors.net

SELECT FINANCIALS

Fiscal Year End:	July 31
Current Price (6/21/10):	\$0.15
52-Week Range:	\$0.09-\$0.70
Shares Out:	29.6 M
Market Cap:	\$4.4 M
Project Pipeline:	\$100 M

Solar Energy Initiatives, Inc. (SNRY), d-b-a SNRY Solar, is a diversified provider of solar solutions with three principal operating groups focused on large-scale projects, solar education and distribution of solar products. The Project Services Group (PSG) is a developer and manager of municipal and commercial scale solar projects. The SolarEos Group is dedicated to the education and continuous improvement of solar energy trade professionals. The Integrated Supply Group (ISG) is a wholesale distributor of branded photovoltaic and thermal (water heating) systems selling via a network of dealers throughout the United States and the Caribbean. Solar Energy Initiatives also owns SolarEnergy.com, one of the most visited solar websites on the internet and a digital property committed to driving consumer traffic, while serving as a platform for awareness of the benefits of solar and a source of business lead generation to SNRY Solar's channel partners. Through its diversified portfolio of solar businesses, SNRY Solar is committed to restoring the nation's economy through a grassroots campaign called "Renew the Nation." Renew the Nation brings together a broad alliance of public and private sector interests focused on workforce development, job creation and economic growth through solar energy. For more information please visit www.solarenergy.com.

Investment Highlights

- ◆ Announced a program with the State of South Carolina and the North Eastern Strategic Alliance (NESA) to drive job creation and economic development through solar energy
 - ◆ The new school is funded by stimulus dollars provided to the company by collaborating public partners
 - ◆ This solar technology campus will assist South Carolina and SNRY in workforce development, job creation and economic development through the use of solar energy technologies
 - ◆ The first phase of the project involves the configuration of the 6,000-square-foot solar academy training center
 - ◆ Working with the State of South Carolina to provide Solar energy to over 200,000 homes
- ◆ Signed two separate 1 megawatt contracts valued at approximately \$8 million, to construct and supply two educational institutions
 - ◆ The project produces enough energy to provide power to more than 60,000 homes.
- ◆ Signed \$17 million worth of LOI's with several municipalities to install and operate approximately 4 megawatts of photovoltaic systems on government buildings
- ◆ Announced 2 Financing and Joint Marketing Agreements with a Municipal financial services companies located in the Western U.S.
 - ◆ The agreements state that the financial services institutions will exclusively market Solar Energy Initiatives solar solutions to over 200,000 municipalities
 - ◆ The company anticipates that the projects will be completed by the second quarter of fiscal 2010
- ◆ The company currently possesses \$100 million in its project pipeline
 - ◆ Entered into a strategic supply agreement with AET (Alternate Energy Technologies, LLC), a U.S. manufacturer of residential and commercial solar water heating systems.
 - ◆ Entered into an agreement to bring new technology to market with Ireland's Surface Power, a manufacturer of high-performance collectors in the solar heating and air conditioning sector
 - ◆ Signed Strategic Partnership Agreement with major international Solar Manufacturer

Recent Government Mandates

President Obama's Energy Plan

- ◆ \$150 billion investment over 10 years in research, technology demonstration and commercial deployment of clean energy
- ◆ \$20 billion of tax cuts for renewable-energy production
- ◆ \$54 billion of spending to update the U.S.'s aging electricity grid to increase efficiency
- ◆ \$467 million specifically for the development of solar energy

Renewable Portfolio Standard

- ◆ Federal RPS may require 10% of electricity consumed in the U.S. to come from renewable sources by 2012

Clean Renewable Energy Bonds and Loan Guarantees

- ◆ CREBs are used to finance renewable energy projects
- ◆ Section 1703 and 1705 loan guarantees expanded

Business Energy Investment Tax Credit

- ◆ The federal business energy ITC was expanded significantly by the Energy Improvement and Extension Act of 2008 which extended existing credits for solar energy by eight years

Solar Energy Initiatives, Inc.

Three Related Business Models

Education (Solar Academy)

- ◆ Teach Construction related businesses how to be Solar Contractors
- ◆ Train Solar Technicians with American Recovery & Reinvestment Act of 2009 funding; developing the workforce needed to fill solar jobs

Distribution (Solar Dealer Network)

- ◆ Developing one of the fastest-growing Solar Dealer affinity networks
- ◆ Offering referrals, design/engineering and large-volume purchasing power with OEMs of solar thermal/hot water (SHW) and PV products

Sale of Solar Systems and Power Generation

- ◆ Solar Power Purchase Agreements (SPPA)
- ◆ Direct sales of solar systems and solar electricity generated from systems placed on commercial and municipal facilities



Solar Energy Market Place

Photovoltaic (PV) Market

- ◆ USA will become the second largest photovoltaic solar energy market in the world in 2009
- ◆ The PV market in USA grew by over 60% to more than 350 MW of newly installed solar power in 2008*
- ◆ US market has the potential to grow by more than 50% a year, which could lead to a market close to 4,000 MW within 5 years.*

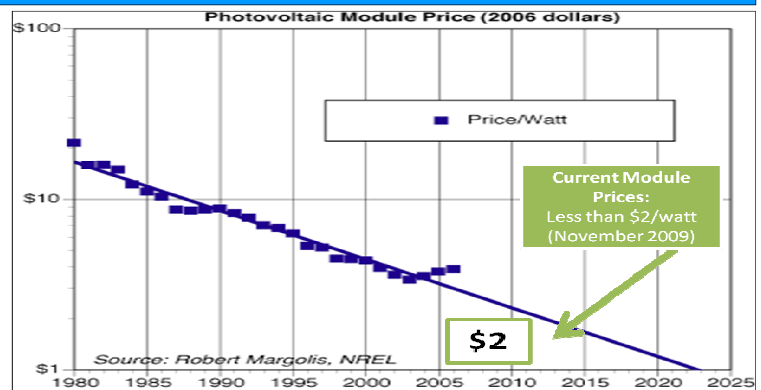
Solar Thermal (Solar Hot Water – SHW)

- ◆ Largest worldwide solar industry segment
- ◆ These products heat water for a variety of applications with solar thermal collectors mounted on roofs of buildings or other strategic locations
- ◆ Current payback on a thermal installation is approximately 4 years**

*Source from SolarPlaza.com **Depending upon the price of electricity, incentives and solar hours of the location

Growth Strategy

- ◆ Continue to drive traffic to www.solarenergy.com
- ◆ Transition visitors to the high margin Solar University
- ◆ Expand sales force and increase network of dealers to 200 by year end 2010
- ◆ Leverage Solar University into additional dealers, increasing volume
- ◆ Expand current project pipeline of \$100 million
- ◆ Form strategic partnerships with engineering, architectural and construction companies for commercial projects



Key Senior Management and Directors

David Fann, Chief Executive Officer, Director & Founder - is a founder of the company. Prior to Solar Energy Initiatives, Mr. Fann served as a President & Director of FNDS3000 (FDTC) until January 2009. He was President and a Director of the Global Access Corp, a publicly traded company, from January of 2002 until September of 2006. While at Global Access Corp Mr. Fann was responsible for equity and debt financings totaling over \$17 million and was responsible for investor relations. Prior to joining Global Access Corp Mr. Fann was the Chief Executive Officer and Chairman of the Board of TeraGlobal, Inc., a publicly traded company, from September 1998 through September 2000. He was president of TechnoVision Communications, Inc., a subsidiary of TeraGlobal, from November 1995 to September 2000. He co-founded Totally Automated Systems Communications, a Unix based communications company, and acted as VP of that company.

Michael J. Dodak, Director & Founder - is a founder of the company. He served as both our CEO and Chairman of the Board of Directors. Mr. Dodak served as a CEO and Chairman of FNDS3000 (FDTC) until December 2008. He has also served as CEO and Chairman of the Board of Global Access Corp, a publicly traded company from October 2001 until September 2006 where he was responsible for the day-to-day operations of the Company. Global Access Corp was an independent operator and owner of automated teller machines through out the U.S. Prior to joining the Company, Mr. Dodak was Chief Executive Officer of Nationwide Money Services, Inc., an independent ATM network operator and services provider that was sold by First Data Corporation to Global Access Corp in June 2001.

Eric Johnson, President of SNRY Solar - is a retired U.S. Army Officer with over 20 years of professional experience within energy and public company arena. Prior to joining the company's management team he served as a Director for BAE Systems, and an account manager for Exxon Mobile. Throughout his career, he has gained extensive knowledge and relationships within the highly fragmented energy markets. Mr. Johnson is a graduate of West Point Military Academy and has received a post graduate degree from George Mason's Darden Graduate School of Business Administration.

Statements included in this document may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements involve a number of risks and uncertainties such as competitive factors, technological development, market demand, and the company's ability to obtain new contracts and accurately estimate net revenues due to variability in size, scope and duration of projects, and internal issues in the sponsoring client. As a result, actual results may differ materially from any financial outlooks stated herein. Further information on potential factors that could affect the company's financial results can be found in the company's Reports on Forms 10-KSB and 10-QSB filed with the Securities and Exchange Commission. This information does not provide an analysis of the Company's financial position and is not a solicitation to purchase or sell securities of the Company. Alliance Advisors, LLC, its affiliates, officers, directors, subsidiaries and agents of this information has been compensated by the Company. In preparing this information, Alliance Advisors, LLC has relied upon information received from the Company, which, although believed to be reliable, cannot be guaranteed. This information is not an endorsement of the Company by Alliance Advisors, LLC. Alliance Advisors, LLC is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing in the Company.