



Solar Energy Initiatives, Inc.
(OTC BB: SNRY)

CORPORATE PROFILE
NOVEMBER 2009

Sector: Technology
Industry: Clean Technology
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SELECT FINANCIALS

Fiscal Year End:	July 31
Current Price (11/04/09):	\$0.40
52-Week Range:	\$0.13-\$1.00
Shares Out:	22.6 M
Market Cap:	\$9.0 M
Project Pipeline:	\$100 M

Solar Energy Initiatives, Inc. (SNRY), is executing its “RENEW THE NATION” campaign, intended to promote job growth nationwide via an aggressive grass roots effort. The main focus of RENEW THE NATION will be working with companies in the construction industry and related trades affected by the economic downturn to re-train and re-deploy their workforce, allowing this important national asset to meet the needs of the Solar Energy industry, the fastest growing industry in the world. We are executing on a three-pronged approach to achieve our plan. This includes: continuing development of one of the fastest growing dealer networks in the U.S. that sells and installs solar solutions to homeowners and commercial customers; placing solar systems on large commercial buildings and selling the energy output to the owner/ occupant(s); and becoming a developer of solar parks bringing together landowners, utilities and our corporate resources to build large photovoltaic installations. For more information please visit www.solarenergy.com.

Investment Highlights

- ♦ The company recently announced the signing of a \$6 million turn-key contract with a Northeast U.S. municipality.
- ♦ Solar Energy Initiatives recently signed a letter of intent for a 300 MW solar park in Texas worth an estimated \$750 million.
 - ♦ The solar park could generate enough green renewable energy to displace over 700,000 metric tons of carbon emissions annually, that would have otherwise been produced by non-renewable power generation.
 - ♦ The project could produce enough energy to provide power to more than 60,000 homes.
- ♦ SNRY will be spinning-off Solar Park Initiatives, Inc., a wholly owned solar park company.
 - ♦ Solar Park Initiatives will focus on developing large utility-scale solar parks, such as the West Texas solar park project.
- ♦ Signed \$17 million worth of LOI's with several municipalities to install and operate approximately 4 megawatts of photovoltaic systems on government buildings.
 - ♦ 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.
- ♦ SNRY attracts its dealers through its proprietary domain name and website, solarenergy.com.
- ♦ The number and quality of commercial and solar park projects in the pipeline continues to grow, with total capacity exceeding 300 Megawatts.

Market Opportunity

Momentum in Markets:

- ♦ President Obama’s Energy plan calls for a \$467 million investment in research, technology demonstration, and commercial deployment of solar energy technology.
 - ♦ A federal renewable portfolio standard (RPS) that requires 10 percent of electricity consumed in the U.S. to come from renewable sources by 2012.
 - ♦ Extension of production tax credits for five years to encourage renewable energy production.



- ♦ With utility charges worldwide on the rise, Solar energy is now an economically competitive alternative.
- ♦ With increasing support from federal governments, there is a great deal of financing available for viable solar related projects.

Public Policy Support:

- ♦ Solar energy greatly reduces the emissions of greenhouse gases that harm the environment.
- ♦ The use of renewable energy can greatly reduce the need for foreign oil.
- ♦ Extension of Federal renewable incentives until 2016.
- ♦ State incentives ranging from tax credits to Feed-In-Tariffs (FITs).

Solar Energy Initiatives, Inc.

Solar Energy Solar Applications

Residential

- ◆ Equipment sales to residential homeowners through its dealer network and the Company website.

Commercial

- ◆ Engineered "Turnkey" solar installation solutions
- ◆ Sell solar thermal and PV panels and ancillary equipment
- ◆ Sell electricity to the occupant or owner

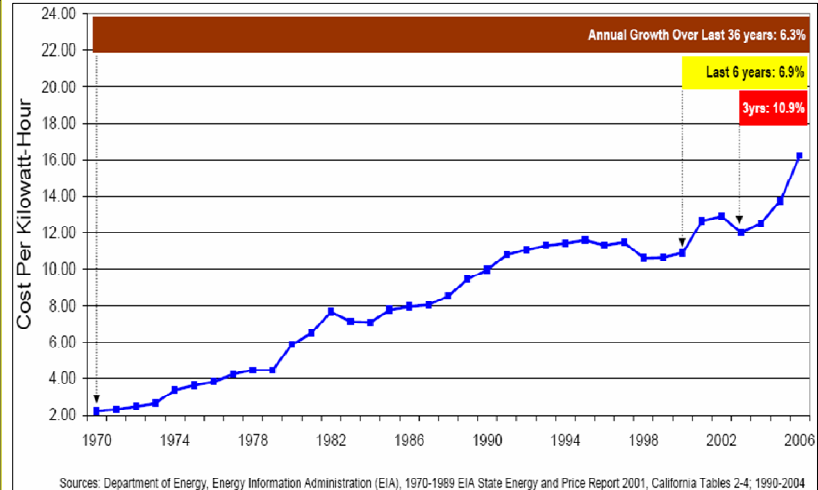
Solar Parks

- ◆ Generate development fees (generally 6-10% of the value of the project)
- ◆ Sell solar panels and ancillary equipment
- ◆ Retain a carried interest in the sale of the electricity to the utility
- ◆ Management & maintenance contracts



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 100 by year end 2009
- ◆ Leverage Solar University into additional dealers, increasing volume
- ◆ Form strategic partnerships with engineering, architectural and construction companies for commercial projects
- ◆ Aggressively pursue large scale solar park development opportunities



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.

Gregory M. Bakeman, President & Chief Financial Officer - prior to joining Solar Energy Initiatives, Inc. Mr. Bakeman was CFO of one of the largest U.S. renewable energy attributes companies and before that a public company, with international divisions, where he led the development of two renewable energy systems, through prototype testing. While with this company, he raised over \$13 Million of debt and equity for operations and technology development. Mr. Bakeman is a graduate of Michigan State University and has a MBA, with high honors, from the Seidman College of Business - Grand Valley State University.

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.

Dean Leischow, Vice President of Sales and Marketing - former President of Leischow Group Inc. which provided Energy Consulting Solutions targeted to several markets. The most prominent was multi-location restaurant and retail but also the private college and university markets. Over an 8 year period the company designed supply and demand management solutions for clients and oversaw the implementation of these solutions to over 14,000 facilities throughout the US and Canada. The Leischow Group grew to annual Sales of \$16 Million and a managed utility supply base in excess of \$150 Million. The executed programs resulted in a reduction in an estimated \$300 Million in annual energy consumption. Prior to starting the Leischow Group he served as the Director of Energy Performance Contracting for Siemens USA. He also held several executive rolls at Honeywell Inc. from 1986 to 1995.

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