



Day4 Energy Expands Sales Force to Meet Expectations of Growing European Markets
Key Changes to Corporate Structure to Support Strategic Growth and Expansion

Burnaby, BC - January 5, 2010 - Day4 Energy Inc. (TSX: DFE), a leading supplier of high performance, cost-effective solar electric solutions, today announced the appointment of two new key roles to its European sales teams. Day4 is pleased to welcome Mr. Tim Morath, Director of Sales for Central Europe, and Mr. Luigi Fusi, Director of Sales and Corporate Development for Southern Europe. Both come to Day4 with outstanding track records of sales management and overall leadership in photovoltaics (PV) as well as other industries. In line with the anticipated growth of the North American market, the company also announced a strategic change in the sales and marketing organization for this region. Mr. Jake Brown who was previously responsible for the Company's global marketing and business development activities will be focusing solely on the growing volume of business development opportunities in the US market.

"Our goal was to strengthen our team with addition of seasoned management experience and leadership. We believe that a focused and dedicated effort is required to address the rapidly expanding field of opportunities in each of our core markets." said George Rubin, president of Day4 Energy. "I am excited about strength and the depth that we have gained in our EU sales organization with addition of Mr. Fusi and Mr. Morath. I am also looking forward to the results of the concentrated effort that we can now dedicate to the vast spectrum of opportunities in North America."

Mr. Morath's past work includes over 12 years experience in the energy supply industry. He was responsible for the Solar Services division at EnBW Regional AG, the grid operator of the third largest power supply company in Germany. While at EnBW, Mr. Morath developed PV solutions for the commercial and utility markets. As a solar expert, he regularly provided technical support and training to a team of 50 sales managers. By focusing on project quality, the sales and power project business successfully increased every year leading to a total of 250 PV systems being installed in the South of Germany. Recently, as Solar Product Manager, he developed solar activities for the residential market for Buderus Germany. Buderus is a Bosch Thermotechnik GmbH company and is Germany's leading manufacturer of heating systems.

Mr. Fusi is a seasoned sales professional with 10 years of previous experience in sales and channel management with Cisco Systems where he served as European Service Providers Channel Manager in the European market for five years. In this role he managed Channels Programs, direct and indirect Cisco sales initiatives and incentives for Cisco's customers. Mr. Fusi was also directly responsible for the sales and support organization in Italy for five years as regional Sales Manager. Before joining Cisco, Mr. Fusi managed Sales in the Telecom division at Hewlett-Packard Italy for six years. He also had several management responsibilities in HP's European Marketing organization for nine years as Product Line Manager. In the recent past, Mr. Fusi consulted for several financial companies located in the US, Canada and Italy to identify business opportunities in the photovoltaic market. In this capacity he was supporting R&D activity and business planning for a number of companies. Mr. Fusi has a Master of Science in Electrical Engineering (MSEE) from Politecnico di Milano along with other accreditations in Communication and Business Management.

Mr. Jake Brown has been with Day4 Energy since 2007 in the role of VP of Marketing and Business Development and along with the executive team has been strategically developing Day4 Energy's vision to guide the company into future opportunities. His depth of experience, expertise and proven leadership in the solar energy industry continue to be an invaluable asset to the organization. Mr. Brown will now be

concentrating exclusively on business development in the US as the market and volume of opportunities grow.

About Day4 Energy:

Day4 Energy Inc. is a Canadian company dedicated to providing high performance photovoltaic (PV) solutions for residential, commercial and utility scale installations. By fundamentally improving on the design and assembly of solar cells and modules, the Company produces unique PV panels of high power density, increased lifetime and uncompromised aesthetic appearance. Day4 Energy partners with international technology leaders to develop and deliver IEC- and UL-certified solar products to customers around the world. Day4 Energy is listed on the Toronto Stock Exchange under the symbol "DFE".

For more information, please visit www.day4energy.com.

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