



## **Day4 Energy and Arian Solar Complete Mexico's Largest PV Installation for L'Oreal**

*L'Oreal Solar Energy System Delivers Reliable, Renewable Electricity for Critical Business Operations*

**BURNABY, BC – October 9, 2008** – Day4 Energy Inc. (TSX: DFE), a leading manufacturer of high performance, cost-effective solar electric modules, today announced completion of Mexico's largest industrial off-grid photovoltaic (PV) system, a 56 kW installation for L'Oreal Group, the world's leading cosmetics company. Designed and installed by Day4 Energy's channel partner Arian Solar, the new solar energy system consists of more than 300 high-performance Day4 48 MC solar modules located at L'Oreal's Mexico City warehouse. Producing clean electricity from sunlight, the solar energy system powers critical business operations at the warehouse and helps contribute to a healthier environment.

"L'Oreal is proving that solar energy is a particularly good fit for Mexico, a region that has significant opportunity to use its naturally sunny climate to overcome the business and environmental challenges that currently plague the power grid," said Jake Brown, vice president marketing and business development of Day4 Energy. "We aim to help forward-looking companies like L'Oreal get the most out of their solar energy investment, delivering more power over a longer lifetime for real economic and environmental benefit. We are proud to see that L'Oreal's experience with our high performance modules has prompted further solar initiatives for the company in Mexico."

Faced with a regional electricity supply that can be unreliable, polluting and expensive, L'Oreal sought an alternative power supply to maintain operations at its Mexico City warehouse. The company's new PV system provides clean, reliable energy to power the electric forklifts that stock, shelf and deliver the company's merchandise and is the largest installation for L'Oreal to date.

"We are focused on delivering high quality solar energy systems that meet the long term power needs of our customers. We selected Day4 Energy panels for this project based on their superior performance and product guarantees," said Alfonso Avila Gomez, president of Arian Solar. "We hope to see L'Oreal's pioneering efforts in renewable energy replicated at businesses across Mexico."

The Day4 48 MC module features the company's proprietary Day4 Electrode, an innovative approach to module construction that directly replaces decades-old soldering methods, improving the efficiency, durability and lifetime energy output of its solar panels. The initial results from the L'Oreal system exceeded all major benchmarks and displayed superior performance in the diffused-light conditions of Mexico City.

### **About Day4 Energy:**

Headquartered near Vancouver, British Columbia, Day4 Energy Inc. (TSX: DFE) designs, manufactures and sells photovoltaic (PV) modules based on its patented Day4 Electrode technology, a proprietary method of contacting and interconnecting solar cells that produces PV panels of high power density, increased lifetime and uncompromised aesthetic appearance. Day4 Energy partners with the industry's leading PV cell producers to deliver IEC- and UL-certified commercial and residential solar products to customers throughout Europe and North America.

[www.day4energy.com](http://www.day4energy.com)

**About ARIAN SOLAR:**

ARIAN SOLAR is a project developer and distributor of electricity generating systems from renewable energy sources (solar and/or wind). We offer our customers professional and turnkey systems, which generate clean energy (off-grid and interconnected systems), as well as architectural solutions and large power plants. Our customers benefit from long lasting experience in the energy sector. ARIAN SOLAR exclusively offers systems and components of high quality using cutting edge technology produced by global market leaders that meet international as well as Mexican quality standards.

ARIAN SOLAR was founded in December 2005 as an independent subsidiary of Corporativo ARIAN (founded in 1984). The ARIAN group and associated companies are represented all over the country. This enables us to attend customers rapidly and everywhere in Mexico. In order to guarantee quality of our services, all involved engineers and employees are trained on a continuous basis. [www.arian.com.mx](http://www.arian.com.mx)

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Press Contact:  
Rosalind Jackson  
Antenna Group (for Day4 Energy)  
415-977-1923  
[Rosalind@antennagroup.com](mailto:Rosalind@antennagroup.com)