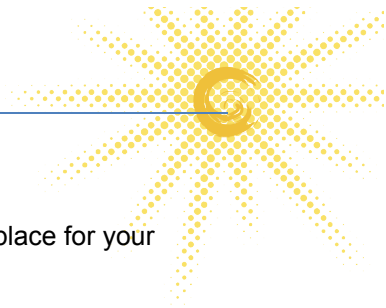




Media Kit





This media kit contains a summary of some the most requested information, all in one place for your convenience.

If you need immediate support, or don't see what you are looking for, please feel free to contact us directly.

Justin Lacey
Email: media@day4energy.com
Tel: 604.296.0449

Company Facts

Day4 Energy - a leader in solar energy technology.

Founded in 2001 and headquartered in Vancouver, Canada, Day4 Energy is a growing, global brand delivering innovative photovoltaic (PV) technologies, services and manufacturing solutions for the production of solar modules in residential, commercial and utility-scale applications. Based on patented innovations, superior product quality and exceptional in-field performance, Day4 Energy is extending the reach of solar energy. The company is listed on the Toronto Stock Exchange under the symbol "DFE".

Our business model is revolutionary.

We began in 2001. The first stage of our business model was to perfect our unique solar technology for contacting and interconnecting solar cells. The second was to develop and refine the manufacturing equipment and processes unique to our technology, enabling mass production and demonstrating market acceptance.

We are well underway with the third stage – licensing our proprietary, proven and market accepted technology to solar cell and module manufacturers around the globe. We provide our manufacturing partners with the tools and knowledge necessary to produce some of the most advanced solar PV modules available today. And with our stay-powerful Technology platform, we have the unique ability to bring some of the latest, highest-efficiency PV cell designs to market.

We remain focused on our leading research and development efforts, as well as establishing a strong and widely recognized Day4 brand in support of our manufacturing partners world-wide.

Day4 Energy Inc. Total Revenues

\$60 million (2009), \$166 million (2010)

Day4 Energy Inc. Total Product

19MW (2009), 68MW (2010)

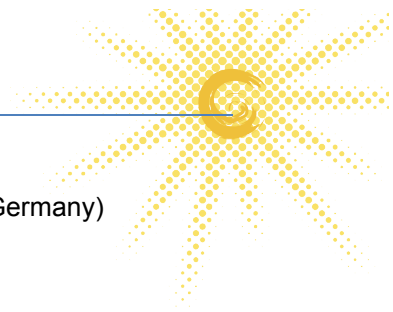
Corporate Structure

Day4 Energy Inc. is headquartered in Vancouver, Canada and employs 200 people throughout North America and the EU. The corporate office provides support services for various subsidiaries through the following departments:

- Research and Development
- Marketing and Communications
- Franchising
- Finance
- Legal
- Operations
- Human Resources
- Purchasing
- Information Technology

Day4 Energy subsidiaries include:

- Day4 Systems GmbH –Northern EU solar PV sales and solutions (Zimmern o. R., Germany)
- Day4 Energy Italia S.r.l. - Southern EU solar PV sales and solutions (Milan, Italy)



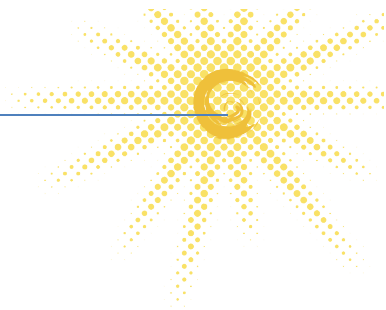
- Day4 ecoTec GmbH – Global solar PV automation solutions (Zimmern o. R., Germany)

Markets & Customers

- Europe (Germany, Italy, Greece, UK)
- North America (USA, Mexico, Canada)
- Asia (China, Taiwan, Korea)
- Customers: 200+ in 18 countries

Certifications





Selected Milestones

2011

- Enters the UK solar PV market
- ACI ecoTec GmbH acquisition (solar PV automation solutions)
- First solarSYSTEMS franchise partner fully operational
- First turnkey manufacturing license for the Eastern European market

2010

- IEC certification for 60MC-I solarMODULE with Guardian Technology
- Distribution partnership for Australian market
- Receives National Research Council Canada – Canadian Innovation leader Certificate

2009

- Expands industry leading technology to back contact solar cells
- Introduces next generation of solar electric modules with Guardian Technology
- Receives Sustainable Congress Award, Bonn, Germany, Sustainable Innovation

2008

- Outsource agreement with Jabil – first of its kind for PV industry
- Enters investor-funded projects market in Italy
- Proprietary module technology paves the way for metallurgical silicon solar cells
- Solar technology breakthrough moves towards 25% reduction in solar electricity costs
- Receives BC Export Awards, Exporter of the Year & Advancing Technologies
- Receives Burnaby Board of Trade Business Excellence Award, Business Innovation
- Receives BCTIA Technology Impact Awards, Emerging Company of the Year

2007

- Initial public offering of 13,800,000 common shares for gross proceeds of \$100 million (TSX:DFE)
- Private placement of \$16.8 million
- Day4 Systems GmbH is formed

2006

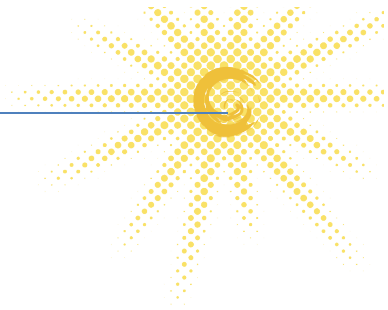
- UL 1703 certification for the 48MC solarMODULE
- First commercial sales
- Receives Canadian Institute of Energy Research & Development Award
- Receives PVSEC Technology Award, Fundamental, Novel Devices and Materials
- IEC 61215 certification for 48MC solarMODULE

2003

- Patent approval for Day4 Electrode

2001

- Day4 Energy is incorporated



Areas of Focus

Based on patented innovations, superior product quality and exceptional in-field performance, Day4 Energy is extending the reach of solar energy with four areas of focus:

Solar modules

The research, design, marketing and sales of technologically advanced solar PV modules.

Solar projects

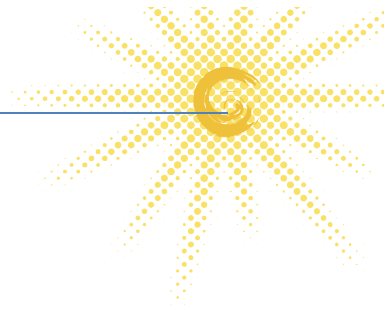
Consulting, design, project management, operations and maintenance services for large-scale solar projects.

Day4 solarSYSTEMS

An innovative, industry first licensing program for the manufacture of PV cells and modules built with patented Day4 technology.

Solar equipment

Through our wholly owned subsidiary, Day4 ecoTec GmbH, the design, manufacture and supply of state-of-the-art production automation and process equipment for the photovoltaic industry.



Technology

Advanced technology. More energy. It's in our DNA.

Nearly all solar photovoltaic modules look the same. Ours are different – on the outside, and on the inside. And it starts with better DNA – Day4 DNA™.

stay-powerful™ Technology

The new standard for energy collection in solar PV modules.

The core of our technology is the patented stay-powerful™ Technology that interconnects solar electric cells and collects the power they generate. This innovation is a direct replacement of the conventional, high temperature solar cell soldering process.

stay-powerful™ Technology is comprised of a polymer film embedded with a number of copper wires specially coated with a proprietary, low-temperature melting point alloy. This establishes a low-resistance electrical contact with the surface of the PV cell creating over 2,100 independent electrical contacts. This seemingly simple change to the standard process triggers a number of far reaching benefits, including improved PV cell efficiency and mechanical stability, exceptional PV module power density and better long term performance where it truly matters – in the field.

The result is more kilowatt hours over the lifetime of the product with virtually *no power losses*. It also improves power output and performance in both low light conditions and at higher temperatures compared to standard solar modules.

work-smart™ Technology

Intelligent shade protection for real world conditions.

Shade reduces the efficiency of solar PV modules. Day4 Energy's work-smart™ Technology enables optimum performance by maximizing the energy yield, even when the module is shaded by trees and buildings or partially covered by leaves, moss, snow or dirt.

Conventional solar modules contain three strings, or zones, of interconnected PV cells. When even a small portion of one string is partially shaded, the entire zone may no longer collect energy, significantly reducing the module's capacity. The flexible cell layout of the stay-powerful™ Technology allows for the design of a module with nine independent operating segments. If one is shaded, the other eight keep working.

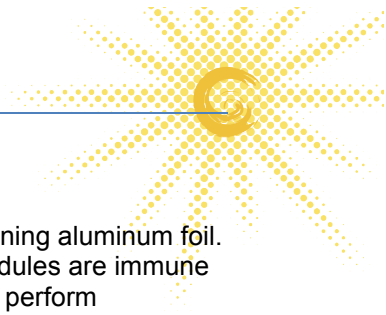
This means that with work-smart™ Technology, modules are three times less sensitive to the effects of shade and debris than traditional PV modules.

live-long™ Technology

Your assurance of quality and durability in solar modules.

Solar photovoltaic modules perform well under ideal conditions – particularly during their initial years of operation. Challenging environmental conditions over 25 years of use may significantly affect the performance of conventionally built modules. It's important to choose a quality solar PV module to make the most of your investment.

The live-long™ Technology mark from Day4 Energy is your assurance of durability, quality and that the module will meet your performance expectations for two decades or more. Advanced technologies, quality components and superior manufacturing processes go into every module that carries the live-long™ designation.



Solar modules with the live-long™ mark feature a watertight back-sheet material containing aluminum foil. Certified to protect from the damaging effects of moisture and salt-mist, these solar modules are immune to harmful gasses like ammonia found at greenhouses and farmlands, and designed to perform exceptionally well in hot climates.

- Industry leading temperature performance.
- Reliability and protection against UV, extreme temperatures and corrosion.

5 reasons why Day4 technology shines brighter.

The proprietary and patented technologies from Day4 Energy are designed to deliver more electricity every day, in real-world conditions, and over the lifetime of your PV solar installation.

Superior energy collection

Solar cells are at the heart of PV modules – they convert the sun’s energy into electricity. The way cells are interconnected, and the energy collected, can have a significant impact on the amount of electricity delivered. Solar modules with Day4 stay-powerful™ Technology connect cells in an innovative way that can result in superior energy collection.

Micro-crack protection

Over time, PV cells can develop energy draining micro-cracks, or even break, due to the stress from daily heating and cooling. Modules with Day4 stay-powerful™ Technology are less likely to develop cracks due to their unique interconnection and continue to collect power from cells even if a break occurs. Our microcrack resistant cell design means the energy output from modules with Day4 stay-powerful™ are less sensitive to PV cell breakage than modules made from traditional technology.

Self-cooling technology

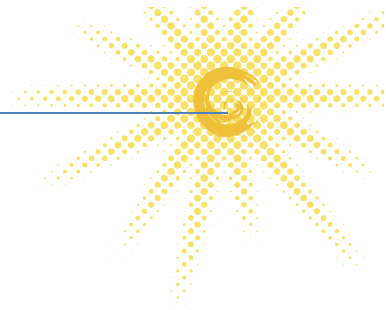
Like humans, solar PV modules don’t produce as much energy when they get hot. Solar modules built with live-long™ Technology deliver one of the lowest certified operating cell temperatures in the industry. A lower operating temperature means better efficiency and more electricity.

Intelligent shade protection

Solar PV modules have several independent operating zones – if one zone is covered by shade or debris, the other zones may not continue to operate. Modules with work-smart™ Technology from Day4 Energy have up to nine independent operating zones. If one is shaded, the other eight keep working making them three times less sensitive to the effects of shading from trees, buildings or snow compared to traditional modules.

Protection from harsh environments

Challenging environmental conditions, such as moisture, salt-mist and harmful gasses can affect the amount of energy delivered by a solar PV module. Modules constructed with Day4 Energy’s live-long™ Technology feature a watertight back-sheet material containing aluminum foil. This barrier prevents water vapor from penetrating the module and makes it certified salt mist resistant, providing optimal protection in damp, harsh environments such as coastal areas, farms and greenhouses.



Management

Our Vision

Dr. John MacDonald, Chairman

Day4 Energy's Chairman and CEO, Dr. John MacDonald is known as a true visionary and entrepreneur in the space technology and renewable energy industry. Dr. MacDonald's many contributions have positioned Canada as a world leader within the fields of space science and technology.

Prior to helping establish Day4 Energy in 2001, Dr. MacDonald co-founded MacDonald Dettwiler and Associates (MDA), Canada's largest space technology company. Dr. MacDonald served as President and CEO of MDA for 13 years, as Chairman for a subsequent 17 years, and played an instrumental part in many of the organization's highest achievements, including the RADARSAT-2 spacecraft. Prior to MDA, Dr. MacDonald held a faculty position in engineering at UBC and MIT for a total of 12 years.

Dr. MacDonald's numerous awards include being named 5th Chancellor of the University of Northern British Columbia in 2010 and inducted as a Laureate of the British Columbia Business Hall of Fame in 2006, as well as accepting the Ernst and Young Entrepreneur of the year Lifetime Achievement Award the same year. In addition to holding eight Honorary Degrees, Dr. Macdonald is an Officer of the Order of Canada.

Dr. MacDonald currently serves on multiple boards including the Canadian Solar Industry Association (CanSIA) and the large-scale Photovoltaic Power Systems Task 8 of the International Energy Agency in Paris.

Our Leadership

George Rubin, President and Chief Executive Officer

As Day4 Energy's President, George Rubin's strong leadership and astute business decisions have established the company as a growing brand in the solar sector and positioned it for sustainable growth. With the 2010 acquisition of one of Germany's most innovative companies, ACI Eco-Tec, Day4 Energy continues to roll-out its revolutionary business model for the manufacture, sale and distribution of solar photovoltaic modules built upon the company's innovative and patented technologies.

Mr. Rubin is a co-founder of Day4 Energy and led its development in a number of capacities in the past, including his role as Vice President of Finance and Chief Operating Officer. Prior to joining Day4 Energy,

Mr. Rubin was employed in the area of corporate finance at Goepel McDermid Inc. and at Yorkton Securities Inc. where he participated in a number of public and private fund raising, and merger and acquisition activities.

Mr. Rubin received his Master's degree in Physics from Moscow State University in 1997, a Bachelor's Degree in Accounting from the British Columbia Institute of Technology in 2005 and is a CFA charterholder.