

Welcome to CoolPV®: the first combined solar electric and water heating system designed for residential use.

CoolPV® delivers up to four times the total amount of energy of a standard solar electric system from the same rooftop footprint. Think about it: four times the energy from your same roof! During the day CoolPV® enhances electricity production, heats your pool and can even run your meter backwards. These combined features are packaged into a streamlined, low-profile, uniform black system that is coveted by many solar electric system owners, and maintains your roof's aesthetics. CoolPV® turns your rooftop into an electricity and pool heating generator, which can add significantly to your home's resale value.

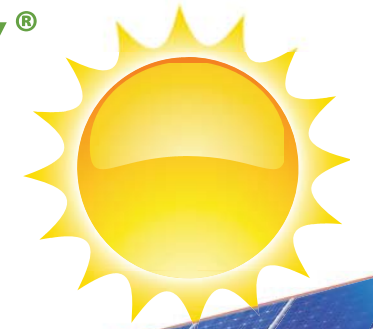


FEATURES

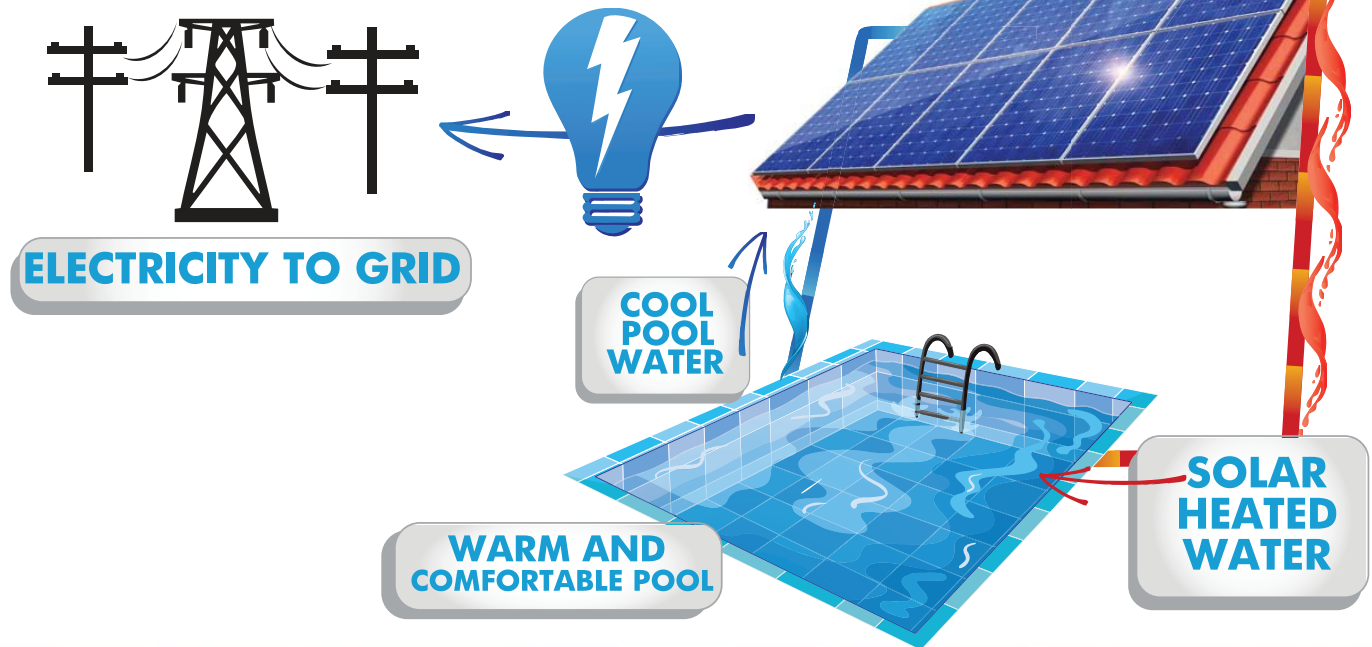
BENEFITS

PRODUCES ELECTRICITY FROM THE SUN	SAVES 50% ¹ OR MORE ON YOUR ELECTRIC BILL
SIGNIFICANTLY REDUCES POOL HEATING EXPENSES	LARGELY ELIMINATES POOL HEATING COSTS, MAXIMIZING YOUR POOL INVESTMENT
COMBINED SOLAR ELECTRIC AND WATER HEATING SYSTEM	GENERATES UP TO 4 TIMES THE ENERGY FROM THE SAME ROOFTOP SPACE, SAVING YOU MORE MONEY
STREAMLINED, LOW-PROFILE, BLACK APPEARANCE	MAINTAINS YOUR ROOFLINE AESTHETICS AND YOUR HOME'S CURB APPEAL
QUALIFIES FOR MULTIPLE FEDERAL AND STATE REBATE AND TAX INCENTIVES	REDUCES YOUR MONTHLY ENERGY BILLS IMMEDIATELY, WITH MULTIPLE FINANCING OPTIONS AVAILABLE
URNS YOUR ROOFTOP INTO AN ELECTRICITY AND WATER HEATING GENERATOR	CAN SIGNIFICANTLY ADD TO YOUR HOME'S RESALE VALUE

¹ TYPICAL ELECTRICITY SAVINGS FOR A STANDARD HOUSEHOLD LOAD.



HOW IT WORKS





FAFCO® Inc. – Over Four Decades of Innovation

Dear Customer,

In 1969, there were no solar businesses in the United States whatsoever. My partner Dick Rhodes and I decided to build a company that would make clean, renewable energy widely available. We named that company FAFCO® Inc. The standard we set in the late '60's remains the same today: any new FAFCO® product must be practical, efficient and, above all, make economic sense. Solar pool heating was the most sensible place for us to start because it is by far and away the very best way to use the sun's energy. Our challenge was to develop an affordable material and an efficient solar collector design to meet the requirements of this application.

Our first breakthrough was developing a proprietary co-polymer, blended material that could withstand prolonged exposure to sunlight, heat and pressure. Our second breakthrough was the solar collector design, which features many small, closely spaced tubes that efficiently transfer thermal energy into the water in your pool.

Shortly after we started, FAFCO® was the largest manufacturer of solar pool heating systems in the United States.

In 1998, after witnessing our success in solar pool heating, the Department of Energy's National Renewable Energy Laboratory approached us with an exciting new challenge: to jointly develop the world's first lightweight, affordable solar water heating system for household water. We accepted the challenge, and in 2007, introduced a system capable of reducing water heating bills by up to 50% in many applications.

The next challenge for FAFCO® was combining the best of solar electric and solar thermal technologies into one product. After years of hard work and a collaboration with the US Navy and the National Renewable Energy Lab, we finally succeeded with CoolPV®. CoolPV® is an enhanced solar electrical system that generates electricity and heats water using the same panel on the same valuable solar roof space. Because CoolPV® cools the solar electric panel, it can increase the electrical output of the PV module between 5% and 20% depending on the thermal load.

In a history spanning over four decades, FAFCO® has earned more than twenty U.S. patents. Our achievements in solar technology have been widely recognized with a variety of industry awards and even a feature in Newsweek magazine's "History of Solar" in 2008. Today, FAFCO® remains confident that with time and technology, we will achieve our ultimate goal of putting solar energy within reach of every household.

Sincerely,


Freeman A. Ford
Founder and Chairman of the Board
FAFCO® Inc.



Combined solar electric and water heating system

Maximizing energy production from your rooftop has never been easier with FAFCO®'s new CoolPV® system. This new technology uses your valuable roof space to extend your pool season and even to run your electric meter backwards to save you more money than ever before.




SOLAR WATER HEATING
PN: 09713
www.CoolPVSolar.com