



EarthTronics, a newly formed company with a strategic alliance between EarthTronics Michigan will soon open in Muskegon. ET will open their doors with the introduction of a new line of energy efficient lighting, fixtures and electronic ballast. The new Earth Bulb which is as much as 70% more efficient than standard bulbs and comes with a 10 year life cycle will be our initial thrust towards our environmentally friendly product lines. Later in 2008, ET will further expand their product offering with the addition of a variety of electric motor driven consumer products. The intent is that anything seen with the Earthtronics brand will be related directly to the environment and energy savings.

One of the top five producers of high energy efficient lighting and ballast in the world is very excited to support EarthTronics in its quest for a GREEN environment. The management of Earthtronics is committed to its mission statement of giving back 1% of its sales to the environment through our newly developed GREEN RIBBON program. The GREEN RIBBON program will be environmentally driven and will facilitate an opportunity for ET customers, individual consumers and our strategic partners to contribute to improving our ecology and the planet we live on .Our corporate mission continues with the pioneering of new products and services that help improve our collective ecological footprint. We believe as a modern day company it is our responsibility to take the initiative to use and develop new environmentally friendly products and materials.

Our immediate goal is to turn Muskegon and the area GREEN. We want to measure electrical usage over the last 12 months and be able to tell the whole country the savings we have recognized and the emissions we have prevented over the next 12 to 24 months. The average CFL bulb saves approximately 70% in energy cost and prevents about 328 kg of Co2 emissions versus standard technology.

We need all of the Muskegon Area to do their part. Our original thought was for EarthTronics to be located in Los Angeles, Chicago or New York which is the lighting capital of the world. We convinced the group we could do a better job and bring reality to our GREEN agenda in small town America, in Muskegon Michigan. As a pilot for the country, here we can demonstrate to the world what truly can be accomplished given the commitment.

EarthTronics Technologies is a division of ET that will concentrate on energy consulting and will help support the cause. Lighting and Ballast are the low hanging fruit in this arena and will relate to instant results. We will commit time and man power of our ETT group to help any plant, school, municipality, restaurant, retailer and more in the Muskegon area with energy consulting regardless of the replacement product purchased. Further more we have several sources that will support funding on energy conversions through your energy savings.

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