

Carbon²
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Play a part



Carbon Day Automotive

Plug In To The Sun



FOR IMMEDIATE RELEASE

FROM: Carbon Day

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CHICAGO POISED TO PLUG IN TO THE SUN

Carbon Day Automotive, a Chicago based company committed to providing smart grid technology and services that will enable individuals and business alike to lower their carbon footprint, unveiled the first solar-powered electric vehicle charging station in the City of Chicago. Located and operational in Douglas Park as one of the focal points of the IOC tour on April 5th, guests were able to see the nation's foremost Solar Plug-In Station™ that will pave the way to fuel plug-in electric cars. The Solar Plug-In Station™ will be relocated and permanently installed at the City of Chicago Department of Fleet Management where it will be used daily to “fuel” the city's electric cars with power from the sun.

Carbon Day Automotive's Solar Plug-In Station™, built by Carbon Day Construction, was designed by the world renowned firm of Adrian Smith + Gordon Gill Architecture. Wanxiang America Corporation, dedicated to providing clean energy solutions for municipalities, manufactured the solar panels that form a tree-like canopy built by Residential Steel. Pure Energy, LLC, Northbrook installed the sculpted piece and interfaced it with the concealed underground battery pack enhanced to store solar energy, specially designed and developed by ALL CELL Technologies, a thermal management and power pack solutions manufacturer. The grid stores the sun's energy, a renewable resource, to power zero emission electric vehicles. Light Electric Vehicles from MATRA, a leading European original equipment manufacturer, were also on display as part of the exhibit.

Carbon Day Automotive envisions thousands of charging stations in key locations throughout Chicago by the year 2011. The company will help create the infrastructure for electric cars with the installation of the ChargePoint™, an electric vehicle recharging system that is the size of a parking meter and can

be free standing or mounted on a pole or wall, both indoors and outdoors. Carbon Day Automotive is the sole Midwest distributor for ChargePoint™. When paired with Carbon Day's Solar Plug-In Station™, it is a source of totally renewable and clean energy.

“Without these stations,” stated Scott Emalfarb, who heads Carbon Day, “it would be like driving around in traditional cars without the availability of gas stations. The day of true plug-in electric vehicles will be here sooner than most people realize and the world needs to be ready to accommodate them. Carbon Day will build them and they will come.”

The ChargePoint™ stations are manufactured by Coulomb Technologies headquartered in Campbell, California. The company has succeeded in applying networking capabilities to the challenge of charging electric vehicles and plug-in hybrids while also addressing the needs of drivers, utility companies, and municipalities.

Carbon Day Automotive is a division of Carbon Day, an organization dedicated to increasing environmental awareness by encouraging people to **play a part** in saving the planet. A national Carbon Day Holiday is planned for September 15th. Events in major cities and small communities alike will be planned to connect people to the enormous but doable task ahead of us. For more information please visit the Carbon Day website, www.carbonday.com.

Please note: To arrange for an interview or a tour of the Solar Plug-In Station™, please contact our publicist, Jane Kaplan at 847.433.8594 or via email, jane@jkaplancommunications.com.

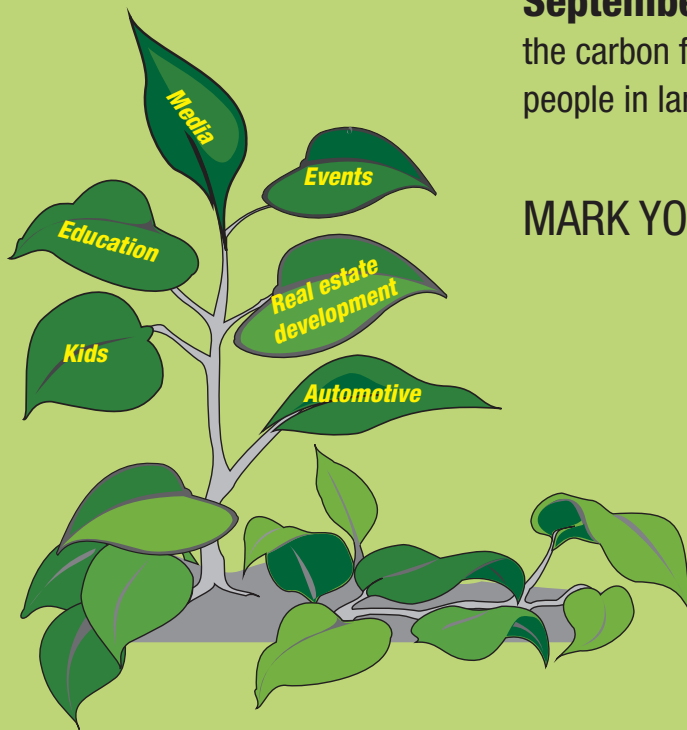


Carbon Day began as the seed of an idea that took root and sprouted into a national organization dedicated to playing a part in finding solutions to the reduction of each individual's carbon footprint.

Carbon Day is a driving force that will create environmental awareness. Carbon Day will steer the programs that will enable citizens of the world, through their local, national and global communities, to answer the challenge of maintaining the environment.

September 15th is planned as a national holiday to celebrate our commitment to lower the carbon footprint. Events will be planned throughout the country to educate and encourage people in large cities and small communities alike to ***Play a Part*** in this effort.

MARK YOUR CALENDAR!





Get On The Road To **Energy Independence!**

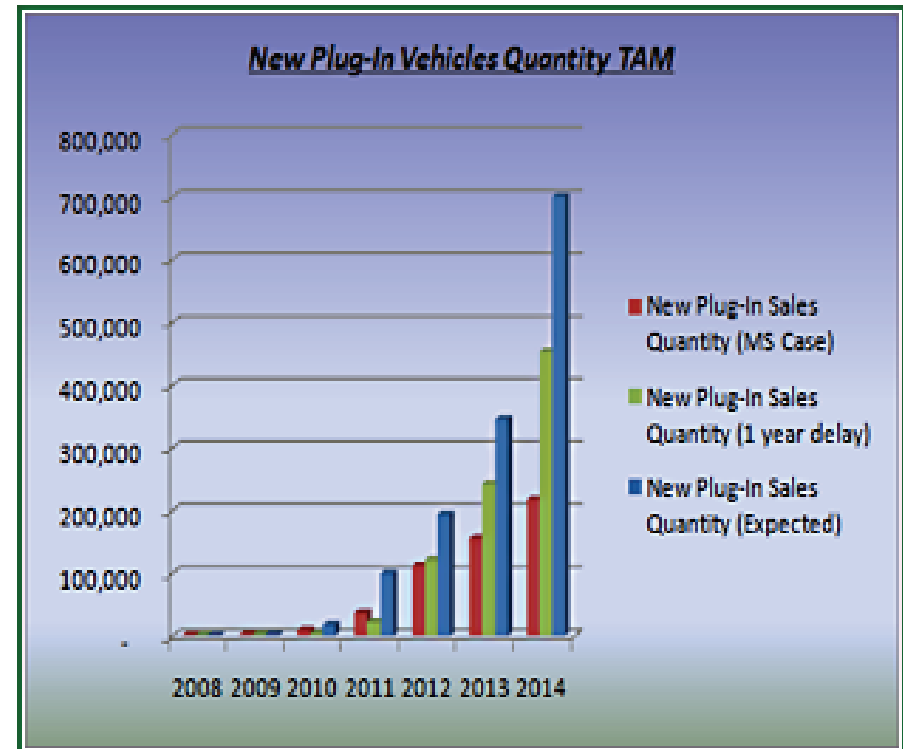
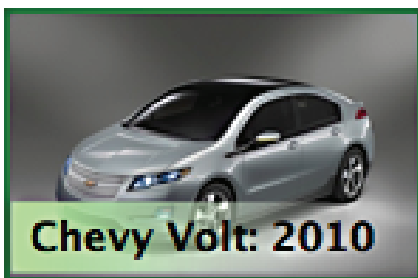
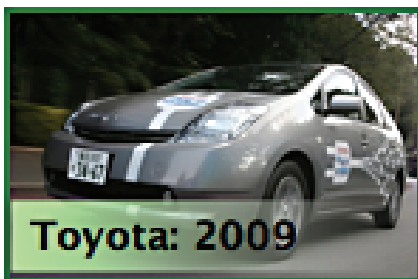
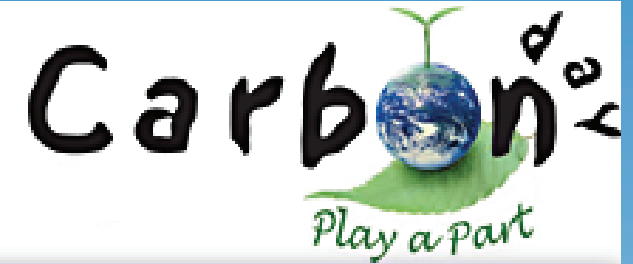
Carbon Day Automotive is a division of Carbon Day. Based in Chicago, this company is committed to fueling America's energy independence by using solar energy to power automobiles. Carbon Day Automotive is the exclusive Midwest distributor of Coulomb Technology plug-in stations for electric cars.

Electric cars, including well-known names like BMW, Toyota, Mini Cooper, Mercedes, Chevrolet, and Nissan, will be on our highways in 2010. Carbon Day Automotive is dedicated to providing the infrastructure needed for this exciting change in the automobile industry.

Most consumers do not have a way to charge plug-in vehicles. There are only 54 million garages for the 247 million registered passenger vehicles in the United States. Studies show that most drivers will want to charge their cars more than once a day. Carbon Day Automotive is dedicated to providing the infrastructure needed for this exciting change in the automobile industry.

Lower auto emissions will mean better air quality, less pollution, and in turn, overall better health nationally due to the reduction of soot and smog in the air.

Plug-In Vehicles Are Coming



Major automakers will ship
plug-in cars in 2009



The Solar Solution

When your battery is running low you can plug into the sun.

Yes, the sun.

Harvesting the sun's energy will empower the United States to be on the road to energy independence.

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Pure Energy, LLC, Northbrook, responsible for the installation, interfaced it with the concealed underground battery pack enhanced to store solar energy. The battery pack was specially designed and developed by ALL CELL Technologies, a thermal management and power pack solutions manufacturer. The grid stores the sun's energy, a renewable resource, to power zero emission electric vehicles.

When paired with the innovative Solar Charge Point™, the station provides completely renewable, zero-emission energy for all types of electric vehicles – including the Segway electric scooters already in use by Chicago city employees.

The Carbon Day Automotive Solar Charge Point Plug-In Stations™ will also work as part of a larger storm water management system by collecting, storing, filtering and reusing rainwater. The canopies become a mechanism for the diversion of rainwater and runoff to systems including rain gardens, and systems used for irrigation. Essentially, these Solar Charge Point Plug-In Stations™ will act as a collection point for water, using rain as a renewable rather than disposable resource.

The Solution



*When your battery is
running **LOW***



*Plug into the **SUN!***

In Progress
Solar Charge Point



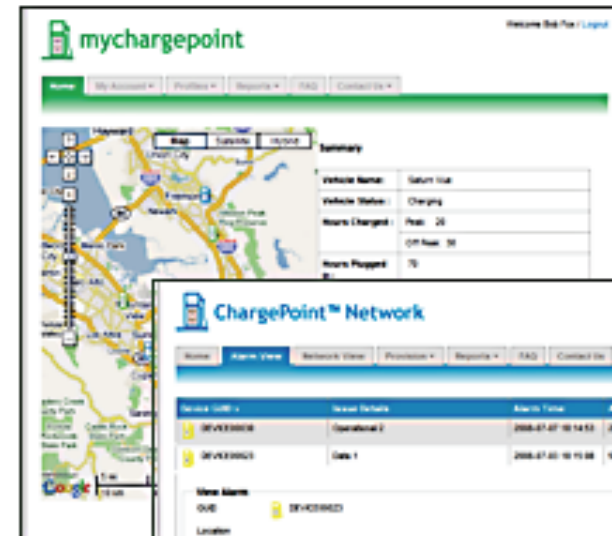
Plug In The Planet!

Carbon Day Automotive will provide the infrastructure for electric cars by installing Smartlet Networked Charging Stations in key places throughout municipalities and on highways. They can be attached to parking meters or placed in public garages for ease of use when the customer is dining, running errands, shopping or watching a movie or show.

The Charge Point Network communicates with and individually controls Smartlet Networked Charging Stations to provide user authentication while monitoring usage. The Smartlet was designed to meet the needs of drivers, utility companies and municipalities.

A Google Map search will reveal the location the Smartlet networked Charging Stations as well as which of those stations are currently unoccupied, a very important fact when you're running out of power. The stations will accept a variety of payment forms including subscriptions, credit cards, and gift cards.

Smartlet™ Charging Stations & ChargePoint™ Portals





It Pays To Play A Part In Carbon Day!

The government has predicted that there will be more than 1 million electric vehicles on the roads in the United States by the year 2015. Solar Charge Point™ Plug-In Stations™ are the key to declaring America's independence from oil.

Tax incentives, which currently give consumers up to a \$7,500 rebate, depending on the battery size of the vehicle, will be extended to a higher number for cars and private fleet purchases. The charging station entitles the owner to a 50% tax credit NOW!! Additionally, the charging station provides revenue for private and public owners of the charging network.

On the technology side, batteries and infrastructure remain the biggest hurdle. The Electric Drive Transportation Association and the Department of Energy should provide funding to develop and test energy storage and fuel cell systems. According to a Wall Street Journal report published last December, fourteen U.S. companies have established an alliance to lobby the United States government for \$1 billion in federal aid to build United States battery manufacturing,

And... the project is “shovel ready” allowing for federal funds to help support this project that will help support the environment.

Carbon Day. Play a part, get plugged in.

The World's First Fully Integrates Solar Powered EV Charging Infrastructure



Utilities can access EV batteries as a source of distributed energy storage.




During peak periods, utilities can draw power from EV batteries back into the grid

Power is being utilized effectively and efficiently by utilities and users



This creates a symbiotic relationship between EV's and Utilities wherein they benefit each other





Carbon Day is an energy solutions firm
that diminishes your carbon footprint by
creating the technology and infrastructure
to harness the sun's energy in order to
power your car and your home.

Get smart with ***The Smart Grid***



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