



SunRise Solar Inc.
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Taking GREEN...Mainstream!
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President of SunRise Solar, Bill Keith, ran his family's roofing company with his brother for nearly 25 years before leaving to develop the SunRise Solar-Powered Attic Fan. As a roofer, Keith understood the importance of proper attic ventilation, and he wanted to offer an alternative to traditional electric attic exhaust fans.

Keith connected a solar panel to a DC motor to drive the fan, and a new chapter in his career was born. The solar fan runs from sunrise to sunset, keeping heat build-up at bay, and cutting cooling bills for the average home by about 30%. In the winter, the fan runs gently to remove damp air, reducing ice damming, and extending the life of the shingles. It's all self-contained without external wiring, and can be installed in less than thirty minutes in most cases.

Parts used in manufacturing the SunRise Solar Attic Fans come from Indiana and surrounding states. Even after experts and consultants advised that labor and parts would be cheaper elsewhere, Bill Keith held steadfast to building his fans, along with the economy, in the United States even if it meant reducing his profit margin.

Keith's success and determination has not gone unnoticed. Not only has SunRise Solar gained national media coverage, but it also got the attention of the White House. Bill Keith was invited to President Obama's Town Hall Meeting in Elkhart, Indiana where he was called on by the president for a question. He was also invited to Vice President Biden's Middle Class Task Force Summit in Philadelphia in March 2009.

The Environmental Defense Fund in Washington did a complete study of Bill Keith's company, and it can be seen at www.edf.org. Keith is currently working with Indiana state legislators as they consider a bill to offer tax credits for solar fans to Indiana residents. SunRise Solar has been featured twice on ABC World News with Charles Gibson. Mr. Keith is a regular guest on many local television and radio shows, along with national and local print media, including the Wall Street Journal. The company has received many awards including,

- 2008 - Innovation Award – Northwest Indiana Society of Innovators
- 2007 - Named "Energy Patriot" by US Senator Richard Lugar
- 2006 - "Best Product" BUILDERnews Magazine
- 2006 - "Most Valuable Product" Building Products Magazine
- 2005 - "Most Valuable Product" Building Products Magazine

The solar fans qualify for a 30% federal tax credit (plus another \$100-\$200 rebate in California, where utilities promote them as peak-shavers). They now cool the Honolulu airport, the Michigan governor's mansion, as well as tens of thousands of homes around the world. SunRise Solar is also building export business to the Caribbean, Spain, Israel, Greece, France, and several Pacific Islands.

Sales revenue has grown from \$39K in 2003, to over \$2M in 2008 – Sales are expected to pass \$4M in 2009.