

Recession & You

Dear friends, family, customers, and interested individuals,

It appears, from my humble perspective, that we are now in a recession in the United States and in various locations abroad as well. Globally, company profits, operating costs, and household budgets are being gobbled up by skyrocketing energy costs. I have no reason to believe this will not continue for some time. It is quite clear that the success of the American and global economy will be dependent on getting off the financial roller coaster driven by the cost of fossil fuels.

From what I am hearing from friends, family and colleagues around the United States, more and more people are being given a pink slip. I think this is going to happen with some in the clean energy sector, but I feel fortunate to be in this business, as there will be continued growth in many companies. There are three reasons that clean energy will not suffer as much as other sectors: high energy prices mean renewable energy is a cost-effective solution, the future of human life on the planet depends on us solving climate change and, finally, the public really seems to fully understand these two facts and wants something done about it.

There is risk in the sector. Corporate profits are down, the stock market is down, government tax receipts are down. All of this means financial resources are scarcer in all areas, but I am still optimistic. Looking solely at Think Energy, we are hiring for two positions and we are currently considering a couple of unique partnerships.

For now, here's what we all can and should do, knowing full well the links among energy, the economy and the health of the planet. Each of these may take a half hour, but they are well worth the effort:

- **Call, FAX and e-mail your elected representatives:** Contact them at the federal, state and local level, urging them to make significant tax credits available for renewable energy. Elected officials respond to their constituents, especially when large numbers of people take the time to communicate and make their views known. Also, please ask them not to cap tax credits based on the size of renewable energy systems. Bigger is better, and because large solar energy systems have been installed for commercial and industrial systems, there are now some residential buyers who can obtain cost effective systems.
- **Contact your favorite businesses:** Send a letter to the CEO of a business you like, applauding the work they do and/or the products they sell. Then ask if the company uses renewable energy. Please suggest bluntly that you will look into this, and if they do not, you will begin to consider the competition.
- **Buy renewable energy:** I know people are financially challenged right now, but the actions we take now will have a large impact on those we love tomorrow. By putting your money where your mouth, mind and soul stand, you will be making a difference. You can do this at your business, government agency, home, etc. Make it happen.

Wishing everyone the best of luck in this recession and redoubling my personal commitment to supporting our clients, our community, the economy and making the bright energy future we all deserve.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Crowdis', with a small mark above the end of the signature.

Mark Crowdis
Chief Executive Officer
Think Energy, Inc.