EARTHLINKED TECHNOLOGIES

infinite energy for heating and cooling

e-Newsletter ~ February 2009

2009 Annual Sales Rep Meeting Brings Visitors from Three Continents

Attendees at ETI's 2009 Annual Sales Rep Meeting enjoy presentations made by experts from three different continents.

Presenters

Speakers from Australia, Estonia, Canada and the U.S. shared their experience and innovations at a technology conference and annual meeting for EarthLinked Sales Reps for three days in early February.

Donald Payne, Ph.D., physics researcher at Melbourne University and co-owner of EnergyCore, discussed the government green environmental policy and incentives supporting the move to clean energy systems in Australia; ETI Sales Representative, Hardi Torn, Ph.D., of AGE Systems in Tallinn, Estonia, an engineer educated in St. Petersburg, Russia, discussed EarthLinked® heat pumps in cold climates; while representatives from North America contributed their expertise.

The keynote speaker was Ted Kantrowitz, the VP of the Canadian GeoExchange Coalition, and a presentation was made by the CEO of the Coalition, Denis Tanguay.

Mid-Western Machinery of Joplin, Missouri, showed and described small bore, small impact drilling equipment. Jeff Konczak, a cementitious chemist from Alpena, Michigan, introduced Geo SuperGrout and provided a demonstration of the innovative new product that assures permanent and effective sealing of bore holes for groundwater protection and improved heat transfer.

Attendees and Guests enjoyed a cocktail hour, barbecue dinner and tour of antique aircraft in the Sun 'N Fun Air Museum near the EarthLinked plant.

Denis Tanguay, Terri Baldwin, and Ted Kantrowitz (l-r) share a laugh during a break.

Awards Banquet

Each Sales Representative who attended this year's meeting was awarded a certificate of appreciation for their years of service with EarthLinked Technologies.

A new award was added this year to honor the Sales Rep and Dealer that contributed the most to the advancement of EarthLinked products. While all Sales Reps will have the opportunity to submit their most promising Dealers for review for next year's award, the selection for the inaugural award was made by ETI management. The award went to Home Energy, Inc., whose employee John Webster displayed outstanding product knowledge and dedication to customer service.

The award for Top Sales Volume went to Mel Hensch of **EfficiencyPlus**, who added 136 new dealers in 2008 and increased his sales by 74% over the previous year.

Jim McDuffie

This year's Rep of the Year award went to Mike Dilling of Hoosier Energy Associates. Despite the economic downturn that was especially hard in Mike's territory of Michigan and Indiana, Mike was still able to increase his sales by 27%.

EarthLinked honored one of its own as well. The Employee of the Year award went to applications engineer, **Jim McDuffie**. Jim's tireless dedication in the areas of technical support, training, product design, and special projects such as OSHA compliance were considered in the selection process.

Geothermal Heat Pumps Now Earn 30% No-Cap Tax Credit

The $787 billion Economic Recovery Bill, officially titled the American Recovery and Reinvestment Act of 2009, removed the previous cap on the 30% investment tax credit afforded to geothermal heat pump

installations in non-business properties. The new law puts geothermal heat pumps on a level playing field where fossil fuel companies have received depletion allowances or production tax credits for many years! There are now improved opportunities for the sale and installation of EarthLinked equipment in the U.S. as the new law offers a tax incentive to use clean renewable energy.

A tax credit of 10% of the total investment is also available without a maximum credit limit for commercial installations.

You can learn more about the federal tax credit and other renewable energy incentives on the ETI website: http://www.earthlinked.com/learn-more/taxcredits-rebates

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ETI Headquarters Receives LEED Certification

EarthLinked Technologies recently received notice that its new manufacturing and office facility has been approved as a LEED Certified Project. Leadership in Energy and Environmental Design is a program of the U.S. Green Building Council. LEED is the nationally accepted U.S. benchmark for the design, construction and operation of high performance buildings that reduce demand for energy, destruction of natural resources and impact on the environment.

Ten EarthLinked heat pump systems were part of the construction of the building. Earth loops were installed horizontally under the parking lot and the building. ETI's commitment to sustainability extends beyond the production of Energy Star® products to the design and operation of our manufacturing and office facilities. They were designed with LEED certification in mind. EarthLinked® systems are the single most important feature of the building design to achieve LEED certification points. They earned 20% of the points necessary to achieve Certification.

The facility also includes natural lighting, light pollution avoidance, water efficient landscaping with native plantings, water reclamation and conservation, stringent selection and recycling of construction and interior decoration materials, provision for energy efficient and low emission vehicles, LEED commissioning of the building and provisions for recycling metal and cardboard.

EarthLinked Heats Up the Slopes in Australia

When most North Americans think of Australia, they think of the Outback or the Great Barrier Reef—not skiing moguls! The 28-year old B'rush Ski Lodge at Mt. Hotham in the Victorian Alps, 2.5 hours Northeast of Melbourne, was spending too much money for too little comfort each winter. They asked EnergyCore Australia, a geoexchange heat pump supplier and EarthLinked Sales Representative in Melbourne, to suggest ways to improve their comfort and operating cost.

"With the new system in place, the building has been spectacularly comfortable —unquestionably the best in its 28-year history, and it was achieved with substantially less energy," according to Murray Neilson, a ski club member who monitored the system performance.

"It has been very comfortable and universally acclaimed by all guests."

The quantum improvement was achieved by the new heat pumps working in tandem with the new hydronic floor system. Neilson continues: "Another spin-off has been a staggering and unexpected 70% reduction in firewood consumption, saving up to another $1,000 per year. The traditional fireplace is a very popular, universal ski lodge feature. However, this year the building's comfort has significantly curtailed its usage."

6-ton (21 kW) EarthLinked® SW-072 units were installed to provide hot water for a new radiant hydronic heat distribution system. Although the ground temperature is normally 5.8°C (42°F) at their 1,750 meter (5,740 ft.) elevation, the hydronic water temperature output was 38°C (100.4°F), the COP was 3.8; and at 41°C (105.8°) the COP was 3.0.

As a result of the operation of the new system, LPG consumption was limited to use in cooking. In comparison with the previous season, there was a reduction of 98.4% and a savings of Au$35 per day ($62 LPG reduction minus $27 power increase).

Annual Savings of $8,300 Confirmed with EarthLinked Systems

In 2004, Brent, Bruce and Clark Timothy of PINK'S, the EarthLinked Sales Representative and installer in

Roosevelt, Utah, installed nine EarthLinked® space heating and cooling systems in the Lapoint Chapel of The Church of Jesus Christ of Latter-day Saints in Lapoint, Utah. The systems replaced a coal-fired boiler with hot water fan coils that did not provide uniform comfort. Some areas of the building were too hot and some were too cold.

Directors of the chapel considered propane furnaces like those that were installed in another chapel in nearby Neola that is essentially identical in size and occupancy. EarthLinked systems were chosen because the engineer, John Alexander of Spectrum Engineering of Salt Lake City, projected substantially lower operating costs with the heat pumps and there was concern over the rising cost of propane.

Not only does a comparison of the annual heating costs since 2004 show an average savings of $8,330 per year, the members of the chapel continue to appreciate greater comfort with the EarthLinked heating system.

You can read this and other case studies online at: www.earthlinked.com/learn-more/case-studies

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New Website Features

We have updated our website with some new features available to all viewers and some available only to EarthLinked dealers.

All Viewers

- Media Room: media contacts, media releases, EarthLinked in the news, graphics, videos and podcasts, and product literature.
- Case Studies: We have divided our Case Studies section into Residential/Commercial and Utility/Demo projects. Check out our new additions.

Dealers Only

- **Presentations**: PowerPoint and video presentations from our 2009 Sales Rep Meeting. You can find them by signing in to the Dealers area of the website, then clicking on the link for PowerPoint Presentations.
- **Ad Slicks**: To assist you with advertising campaigns, we have added to our website some Ad Slick templates in common print ad sizes. Currently there are two designs, but we hope to add more. You can download the ads by signing in to the Dealers area of the website, then clicking on the link for Ad Slicks.

Training Schedule for 2009

March 3-4: Milford, Indiana
March 12-13: Roosevelt, Utah
March 12-13: Lakeland, Florida
June 11-12: Lakeland, Florida

Please check the Training seminars page on our website for additional details.

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