

ASX ANNOUNCEMENT, 5th March 2014

EXCLUSIVE METROLIGHT DISTRIBUTION SECURED FOR REGION

- **New exclusive distribution agreement signed with Metrolight for Australia & New Zealand**
- **Existing long term distributor relationship renewed & extended for up to ten years**
- **Distribution rights expanded into additional regions**

Greenearth Energy Ltd is pleased to announce that Greenearth Energy Efficiency Pty Ltd ('GEE', a 100% owned subsidiary) further strengthened and expanded its ongoing distribution arrangements with Metrolight Ltd.

Metrolight's advanced industrial lighting technology has been distributed by GEE since establishing the partnership with Metrolight several years ago, and has demonstrated strong growth in both the Project and Original Equipment Manufacturer market sectors.

The new exclusive distribution agreement with Metrolight solidifies GEE's position as one of the most advanced lighting technology companies in Australia for today and the coming years. This agreement provides both companies significant long term growth and stability benefits.

GEE also extended its Metrolight distribution arrangements into southern Africa and Asia Pacific, focussing on countries with significant industrial energy efficiency market potential and strong OEM lighting industries; for example Indonesia, Singapore and South Korea. This development also assists with security of supply and consistency of support to the growing portfolio of multinational GEE customers incorporating Metrolight into their production and distribution facilities.

Metrolight, established in 1996 and head-quartered in Israel, is a technology business that produces highly advanced LED and electronic HID control gear utilizing unique, patented, proprietary technology complemented by a suite of communication and software products. Metrolight technology is thoroughly proven with almost one million installed lighting systems across the globe, operating close to 8 billion hours annually; regularly providing users energy savings in excess of 50% without any compromise in lighting quality or illumination levels.

CEO of Metrolight, Zvi Segal, said: "We are very pleased to renew and extend our partnership with Greenearth Energy in Australia, New Zealand and the wider region. We see these countries as having very good growth potential in industrial energy efficient lighting, in both LED and eHID technologies. With the current success to date, we look forward to working closely with Greenearth to expand their business offering now and into the future."

Managing Director of Greenearth Energy, Samuel Marks, said: "This is another step forwards for the long term growth of Greenearth Energy Efficiency. The team at Metrolight are world class, providing GEE a proven one-of-a-kind technology which continues to develop and become ever more flexible. We maintain a great working relationship with both the parent entity and their other distributors across the globe and look forward to growing our business in both Australia and further afield."

Samuel Marks
Managing Director
Greenearth Energy Limited

Please direct all enquiries to Samuel Marks, Managing Director, telephone 03 9620 7299.



About Greearth Energy Efficiency Pty Ltd

Greearth Energy Efficiency ("GEE") is a business unit focused on the integration of energy efficiency technologies into the Industrial, Warehouse and Manufacturing sector across Asia. The core current product focus is on energy efficient lighting. The GEE strategy is to develop relationships with the OEM industry for utilizing Metrolight technology in their products, whilst also creating a rapidly growing demand for Metrolight equipped products direct with end-users.

When implemented as an intelligent lighting system the following benefits continue to be achieved:

- Energy Savings: **Up to 70% energy Savings** & CO₂ reduction
- Operating Cost Savings: **Up to 2x lamp life** - reduction of 50% in re-lamping costs
- Increased Control 100% flexibility of sophisticated **wired or wireless control**
- Individual Lighting Plans **Customised** to deliver maximum efficiency results
- Improved Lighting Quality **Improved light quality** at a **reduced cost**
- **Australian Standards Compliant**
- **VEEC & ESC accredited**

The product base continues to be received particularly keenly in sectors where facilities operate continuously and high standards are applied such as the food and beverage industries.

Greearth Energy Efficiency Pty Ltd - <http://www.greearthenergyefficiency.com.au>

About Greearth Energy Ltd

Greearth Energy Limited is a diversified Australian-based renewable energy company with interests in technology-focussed solutions in the energy efficiency and CO₂ to fuel conversion markets as well as conventional geothermal resources in Australia and the wider Pacific Rim.

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