



ASX ANNOUNCEMENT AND MEDIA RELEASE, 27 November 2014

Rebrand of Energy Efficiency Business to “Vivid Industrial”

- **Vivid Industrial will continue to provide customised and intelligent lighting solutions for our industrial clients;**
- **Our lighting solutions reduce energy costs, CO₂ emissions and maintenance costs, and improve lighting quality;**
- **Well positioned to capture a meaningful portion of an Australian industrial lighting market forecast to be \$870 million annually by 2018.**

As announced at Greenearth Energy Ltd’s (Greenearth) (ASX:GER) AGM yesterday, the Company’s innovative industrial lighting business has been re-branded from Greenearth Energy Efficiency (GEE) to Vivid Industrial (www.vividindustrial.com).



Vivid Industrial will continue to provide customised, intelligent and energy efficient lighting solutions for our growing industrial and infrastructure client base. Vivid Industrial works with clients to develop and implement a complete lighting solution that achieves tangible outcomes, such as:

- Reduced electricity and energy costs;
- Reduced CO₂ emissions;
- Reduced ongoing maintenance costs;
- Improved lighting quality; and
- Provision of measureable performance metrics and analytics that monitor lighting efficiency and energy usage.

The business’ core technologies are designed for industrial and infrastructure applications in warehouses, distribution centres, cold storage facilities, ports, stadiums, car parks, roads and tunnels. Vivid Industrial clients include a growing list of large, blue-chip industrial companies such as Schweppes, Diageo, Stockland, Linfox, Goodman and Sydney Ports.

Vivid Industrial will continue to operate as a wholly owned subsidiary of Greenearth Energy Ltd and is an important cash flow generator for Greenearth.

Managing Director of Greenearth Energy, Samuel Marks, said; *"The rebrand to Vivid Industrial better reflects this growing business' key competency and expertise as a trusted market leader in industrial lighting that is able to deliver quantifiable cost efficiencies and environmentally sustainable benefits – Vivid Industrial offers much more than just 'energy efficiency' solutions.*

"Case studies demonstrate that Vivid Industrial's innovative lighting solutions are capable of reducing energy consumption by over 60% and delivering ongoing maintenance costs savings of over 50%.

"We consider that the scale of these ongoing operational cost savings, combined with the substantial environmental benefits of a reduced CO₂ footprint for our customers, will drive considerable future demand for intelligent lighting solutions, in an Australian industrial lighting market that is anticipated to grow to be worth around \$870 million annually by 2018.

"Greenearth's strategy over the coming years is for Vivid Industrial to capture a meaningful portion of this growth market."

Samuel Marks

Managing Director
Greenearth Energy Limited

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

About Greenearth Energy Limited

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

Greenearth Energy Ltd – <http://www.greenearthenergy.com.au>

About Vivid Industrial

Vivid Industrial is a subsidiary of Greenearth Energy Ltd. Vivid Industrial provides customised, intelligent and energy efficient lighting solutions for our growing industrial and infrastructure client base that deliver quantifiable cost efficiencies and environmentally sustainable benefits. The business' core technologies are designed for application in warehouses, distribution centres, cold storage facilities, ports, stadiums, car parks, roads and tunnels. Vivid Industrial aspires to be a trusted partner to a customer base of blue chip, industrial companies.

Vivid Industrial – vividindustrial.com