

ASX ANNOUNCEMENT, 14th August 2013

GREENEARTH ENERGY EFFICIENCY SIGNS NON-BINDING HEADS OF AGREEMENT WITH ENERGY RETAILER FOR JOINT MARKETING INITIATIVE

Greenearth Energy (ASX:GER) ('Greenearth') is pleased to advise that its wholly owned subsidiary, Greenearth Energy Efficiency Pty Ltd ('GEE') has signed a non-binding Heads of Agreement ('HoA') with one of Australia's leading energy retailers to develop a sales channel for its market leading energy efficiency products.

Under the terms of the HoA, the parties will develop a plan to market GEE's energy efficient smart lighting solutions in the eastern states of Australia and will seek initial sales under this partnership. The plan will be reviewed after twelve months with a view to further developing the strategy.

A key objective of the plan is to test the innovative marketing strategy of the high efficiency products through a well-established sales channel with access to large numbers of Industrial and small & medium enterprise business customers. In support of this plan, GEE is developing additional partnerships aligned to this opportunity.

Greenearth believes this combination can leverage each partner's product suite to deliver a key differentiated offering that delivers three core benefits to clients:

- Significant reduction in energy consumption;
- Substantial reductions in CO₂ emissions; and
- Reduction in their electricity cost.

This initiative follows on from recent GEE successes in delivering and installing high efficiency lighting systems at industrial and warehouse facilities across Australia, and in supplying advanced systems management technology to other OEM lighting manufacturers. An example of another successful implementation was the commissioning this month of a high efficiency smart lighting system at Deakin University's Geelong campus in partnership with one of our OEM customers.

Greenearth Energy CEO, Samuel Marks said:

"The continued growth and success of our Energy Efficiency business is very pleasing to see. This is an exciting opportunity to work with a well known energy retailer to provide growth opportunities for both parties. The economics of our technologically advanced and highly efficient lighting solutions, coupled with their retail energy products are very compelling and this initiative is an invaluable opportunity to accelerate both companies marketing efforts".

For more information please contact Samuel Marks, Managing Director on (03) 9620 7299.

Samuel Marks
Managing Director
Greenearth Energy Limited



About Greenearth Energy Efficiency Pty Ltd

Greenearth Energy Efficiency ("GEE") is a wholly owned subsidiary of Greenearth Energy Ltd, a diversified renewable energy company listed on the Australian Stock Exchange. GEE is a business unit focused on the integration of energy efficiency technologies into the Industrial, Warehouse and Manufacturing sector across Asia. The current core product focus is on energy efficient lighting which is sold via two main routes to market; a turn-key operations direct to customers and the Original Equipment Manufacturer (OEM) market via industry partners.

Greenearth Energy Efficiency Pty Ltd - <http://www.greenearthenergyefficiency.com.au>

About Greenearth Energy Ltd

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

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