



ASX ANNOUNCEMENT, 11 MAY 2011

**GREENEARTH ENERGY SUBSIDIARY WINS ENERGY EFFICIENCY PROJECT
FOR DIAGEO AUSTRALIA, LEADING PREMIUM DRINKS MANUFACTURER**

Greenearth Energy Limited (ASX:GER) is pleased to announce that, its subsidiary Greenearth Energy Efficiency Pty Ltd (Greenearth Energy Efficiency) has been awarded a contract to provide a smart lighting installation for Diageo Australia, leading premium drinks business.

The project at Diageo Australia's NSW Huntingwood facility will showcase the benefits of Greenearth Energy Efficiency's Metrolight commercial lighting technology, a flexible, smart, High Intensity Discharge (HID) lighting system that can 'harvest' the benefits of daylight in a warehouse, and provide significant energy savings. Modelling carried out by Greenearth Energy Efficiency suggests energy savings of up to 48% will be achieved through a combination of more efficient equipment, dimming with daylight, and implementation of 'smart' control systems.

Greenearth Energy Efficiency recently announced it is now an Accredited Certificate Provider under the NSW Energy Savings Scheme, and has a specific Recognised Energy Savings Activity (RESA) for HID lighting upgrades. As such Greenearth Energy Efficiency are able to create Energy Savings Certificates in respect of this project creating further value for the project over and above the already substantial modelled energy savings.

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About Diageo

Diageo is the world's leading premium drinks business with an outstanding collection of alcohol beverage brands including Bundaberg rum (Australia), Smirnoff vodka, Johnnie Walker Scotch whisky, Baileys Irish cream liqueur and Guinness beer.

Diageo is a global company, trading in more than 180 markets around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at Diageo.com. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com.

Celebrating life, every day, everywhere.

About Greenearth Energy Efficiency

A subsidiary of Greenearth Energy (ASX:GER), Greenearth Energy Efficiency Pty Ltd has partnered with Israel based Metrolight Ltd to introduce to the Australian market a unique, state of the art energy efficient High Intensity Discharge (HID) lighting solution. With a growing customer base and leveraging off successful case studies around the world, we are changing the way people think about Metal Halide and Sodium Vapour HID lighting.

Enlighten your environment

About Metrolight

Operating since 1996, Metrolight is the world-leading manufacturer of Smart Electronic Ballasts that power High Intensity Discharge (HID) energy efficient lighting systems. With over 500,000 units installed in the U.S., Europe and around the world, their energy-efficient solutions have accumulated over 2 billion operating hours. Further than that, Metrolight has now integrated its technology into a complete solution for your lighting system.

About Efficient HID

Our solution is focussed on delivering our customers three main things:

- Return on Investment
- Energy savings (and the related CO₂ savings)
- Practical systems with high quality and flexible light

It used to be the case that HID lighting systems were not flexible and not easily controlled. Now there is a robust solution that has been proven around the world in over 500,000 installations that delivers:

- Up to 65% energy savings
- Up to 65% CO₂ reduction
- Up to twice the lamp life
- Sophisticated lighting controls, and
- 97% light quality preservation



Enlighten your Environment