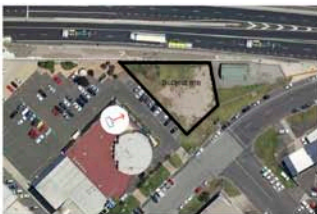


ASX ANNOUNCEMENT AND MEDIA RELEASE 24 JANUARY 2011

**GREENEARTH ENERGY SUBSIDIARY ESTABLISHES VICTORIAN
DEMONSTRATION SITE FOR STATE-OF-THE ART ISRAELI CHP SOLAR TECHNOLOGY**

Greenearth Energy Limited (ASX:GER) is pleased to announce that, further to its ASX release of 6 December 2010 regarding its subsidiary Greenearth Solar Energy Pty Ltd (Greenearth Solar Energy) and Israel based ZenithSolar Ltd (ZenithSolar) joining forces to introduce to the Australian market a unique, state-of-the art, High Concentration Photovoltaic (HCPV) / Combined Heat and Power (CHP) solar technology, the ZenithSolar Z20, Greenearth Energy Solar and major Greenearth Energy shareholder Advance Publicity Limited have agreed commercial terms for the establishment of a high profile demonstration site located in Port Melbourne only minutes from Melbourne's CBD.

The proposed demonstration site at 69 Fennell Street Port Melbourne, with its unique central location will allow potential investors, project developers and offtake customers alike easy access to the technology. Eight Z20 units on the proposed site would produce a peak output of 88kW thermal energy (hot water) and 36kW of electrical energy. Greenearth Solar Energy is currently assessing electricity and hot water offtake options including the potential to supply hot water to the nearby Ambulance Victoria Port Melbourne Branch.



Proposed Zenith Solar Z20 Demonstration:
69 Fennell Street
Port Melbourne

Located directly opposite the proposed ZenithSolar Z20 demonstration site, Ambulance Victoria's Port Melbourne Branch has, according to an initial assessment, similar hot water (thermal heat) requirements to the output of the proposed eight unit Z20 CHP configuration. To be able to export emissions free electricity to the grid while assisting Ambulance Victoria with its hot water usage would showcase the ZenithSolar Z20 technology's unique combined heat and power capabilities to its full potential. The proposed Victorian ZenithSolar Z20 demonstration will be the first outside Israel.

In late 2010, Greenerth Solar Energy and ZenithSolar signed a Conditional Distribution Agreement under which a trial of the ZenithSolar Z20 technology will be carried out in Victoria in the first half of 2011. A successful trial will result in Greenerth Solar Energy and ZenithSolar establishing an Exclusive Distribution Agreement for the technology for Australia, New Zealand, Indonesia and a number of Pacific Island nations.

A single ZenithSolar Z20 CHP solar technology unit features two 11m² collectors mounted on a dual axis tracker that concentrates incoming solar power onto a receiver. The Z20 receiver consists of a multi junction PV cell coupled to a heat exchanger that efficiently converts concentrated solar flux into DC electrical power and thermal energy.

DC electrical power is then converted to AC power and fed either direct to a customer or the grid.

Thermal energy, in the form of heated water is pumped through a closed loop system to proximate customer applications including;

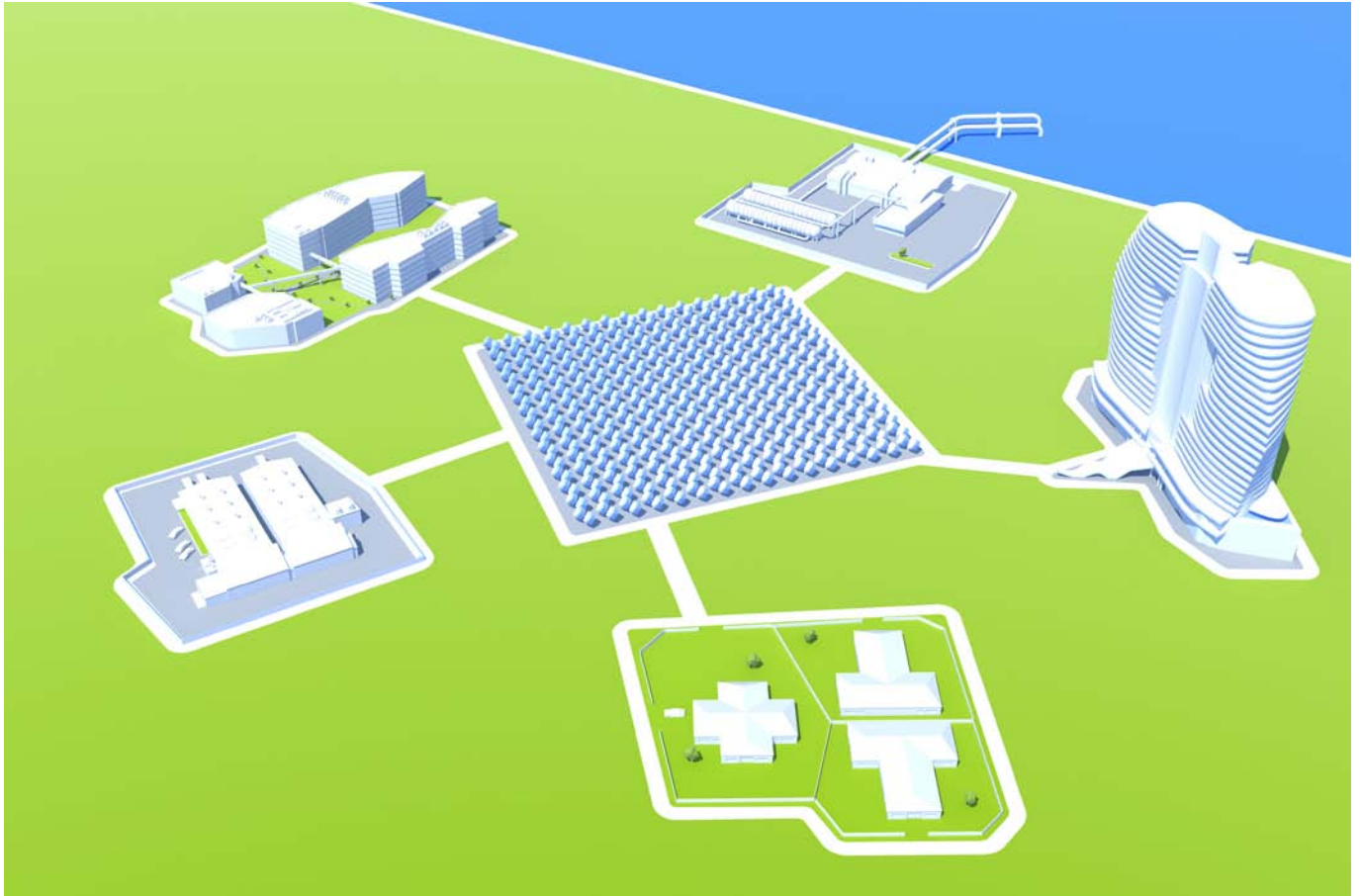
- Hospitals and Aged Care facilities
- Hotels, Resorts & Leisure Centres
- Municipal Offices & Swimming Pools
- Universities and Technology/Industrial Parks
- Industrial process heat applications including textile, food and pharmaceutical industries



ZenithSolar Z20 CHP Solar Technology installation successfully operating at Kibbutz Yavne Israel since April 2009

The successful operation of the ZenithSolar Z20 CHP solar technology at Kibbutz Yavne in Israel has demonstrated the benefits of the technology which include:

- Combined Heat and Power generation (CHP)
- Industry leading combined efficiency of greater than 75%
- Dual outputs (Heat and Power) improves project ROI
- System design allows for easy upgrades
- Modular Installations with small footprint
- Proven field performance



ZenithSolar Z20 CHP Solar Technology has the potential to power and heat a range of field applications including hotels & resorts, communities, industry and desalination plants.
(Image taken from ZenithSolar promotional video presentation available on YouTube#)

Managing Director of Greenerth Energy Mark Miller said; "We are delighted to have agreed commercial terms with Advance Publicity Limited regarding our proposed demonstration site for the ZenithSolar Z20 CHP solar technology in Victoria.

"We believe the ZenithSolar Z20 has the potential to efficiently deliver the dual benefits of emissions free power and hot water to a wide range of customers. We look forward to successfully delivering the Victorian trial and moving to full distribution within Australia and the wider Pacific region.

"In the last 6 months Greenerth Energy has embraced several Israeli technologies for introduction into the Australian market. Our investment in the energy efficiency space by way of our subsidiary Greenerth Energy Efficiency Pty Ltd is underpinned by our strategic alignment in the second half of 2010 with Metrolight Ltd., the 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, Metrolight energy-efficient solutions have accumulated over 2 billion operating hours to date.

"Our announcement today and subsequent demonstration of the Zenith Solar Z20 CHP solar technology will, if successful, result in its full scale introduction to the Australian market and wider Pacific Rim. In addition we are currently assessing a ground breaking Israeli technology that seeks to shift the current paradigm regarding CO₂ emissions. Should our assessment and negotiations prove successful regarding this innovative technology then we anticipate a further announcement within the first half of 2011.

"Our alliance with the abovementioned Israeli technology partners further underpins our objective to deliver our core conventional geothermal energy projects in the Australian market and wider Pacific Rim while concurrently establishing aligned and complementary technologies in the broader renewable and energy efficiency sectors. An exciting time for our shareholders, our partners and our State".

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To view the ZenithSolar Z20 solar technology please visit Z Future by ZenithSolar -

<http://www.youtube.com/watch?v=5-UpSPUULI4>

Also visit ZenithSolar at www.zenithsolar.com



* Artist impression of proposed Zenith Solar Z20 CHP Demonstration site at 69 Fennell Street Port Melbourne. Final site configuration will be subject to meeting all environmental, regulatory and planning approvals.

**Greenerth
Solar Energy**

*Smart Solar
for a Brighter Future*