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MEDIA RELEASE

FREE Eyre sets sights on Eyre Peninsula's Energy Sector

GROWER owned company FREE Eyre has announced it will team up with renewable energy firm, Solar Shop, to provide information on solar energy options for rural properties before the government Feed-in-Tariff reduces in October 2011.

The move comes as FREE Eyre, the parent company of joint venture agribusinesses EP Grain and EP Storage, launches its new energy-focused business, FREE Eyre Energy (FE Energy).

FREE Eyre CEO, Mark Rodda, said FE Energy would work with leading energy companies to introduce a number of different energy-based and carbon abatement initiatives to the Eyre Peninsula farming community.

"With the expected growth of energy intensive industries on the Eyre Peninsula, our goal in launching FE Energy is twofold - to ensure the energy self-sufficiency of the rural industry and to clearly develop new sources of income for farmers." Mr Rodda said.

Mr Rodda said with the impending reduction to the government's solar Feed-in-Tariff, now was a critical time to consider investing in solar energy. The generation of solar energy remains the most practical, unobtrusive and commercially competitive source of sustainable, renewable energy for the rural sector.

FE Energy will hold six information sessions focused on rural solar installations around the Eyre Peninsula over the next fortnight. Solar Shop's rural experts will explain how the various systems work, the upfront investment, rate of return and how growers and agribusinesses can potentially earn income with the systems.

"One of FREE Eyre's guiding philosophies is to partner with industry experts to bring value adding services to the rural community. The Solar Shop is one of Australia's most reputable and long standing organisations in the solar power industry and therefore, we are thrilled to be working together." Mr Rodda commented.

Since its formation, the energy and carbon sector has been listed as a priority area for FREE Eyre to investigate and develop business opportunities for its farmer shareholders to “*take control and add value*”.

Information sessions will be held at:

Cummins RSL Hall - Wednesday, August 3 at 10.00am

Cleve Hotel - Wednesday, August 3 at 4.00pm

Kimba Community Hotel - Thursday, August 4 at 10.00am

Wudinna Telecentre - Thursday August 4 at 4.00pm

Streaky Bay Community Hotel - Friday August 5 at 10.00am

Thevenard Sports Club - Friday August 5 at 4.00pm

About FREE Eyre Limited

- FRESH – RARE – ENTICING – EYRE’s (FREE) mandate is to “take control and add value” for Eyre Peninsula’s rural enterprises.
- FREE Eyre investigates and develops new businesses and value-adding opportunities to increase shareholders’ rural returns and reduce costs along the supply chain.
- The company was established mid 2007 and comprises around 500 farming and agribusiness shareholders. These shareholders believe not only in the sustainability of the region but also in the power of scale and working towards common goals and benefits.
- FREE Eyre facilitates and drives new economic activity on the Eyre Peninsula, by working with strategic partners to leverage funds for further business development.
- EP Grain – FREE Eyre’s 50% equity grain marketing company – commenced in 2008 and markets in excess of 25% of the EP grain crop.
- EP Storage - the company’s first joint venture grain storage and handling facility handles in excess of 100,000 tons of grain.
- FREE Eyre will continue to grow its existing businesses and search for new ventures in line with its guiding investment principles.

About Solar Shop Australia

- 10 years+ of experience – Since 1999 Solar Shop Australia has offered customers solar solutions, with more installed solar power systems than any other company. We started in the business of solar well before it became popular because we believe in good energy.
- Leading solar technology – Not all solar panels are equal. Our product range features innovative technologies including high shade & temperature tolerance, space efficiency and lower embodied (manufacturing) energy costs. All our panels are tested in-house and rated against special performance criteria developed by Solar Shop Australia. Your system will reflect these levels of quality and workmanship.
- Free personalised design service - we offer the best value for money solution to suit your particular needs. Our unique “Solve” solar design software takes into consideration technology, site, circumstances and finance to provide a detailed quotation with comprehensive performance specifications - in writing.
- Accredited installation – Solar Shop Australia’s installers have strict quality requirements to meet. Our installers are experienced and accredited by the Clean Energy Council for your peace of mind.

- Australia's only dedicated solar finance – Our Sunworks finance package allows you to choose various options including \$0 deposit 'pay as you go', so you don't have to wait to start generating your own solar power. With zero dollars up-front, you can start saving money and living greener today.
- Endorsed by Planet Ark – we are proud to be the only solar provider in Australia endorsed by internationally recognised Planet Ark.

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