



COOLERADO Corporation

“the **Greenest** Way to Stay **Cool**”

Mike Luby - CEO

Coolerado

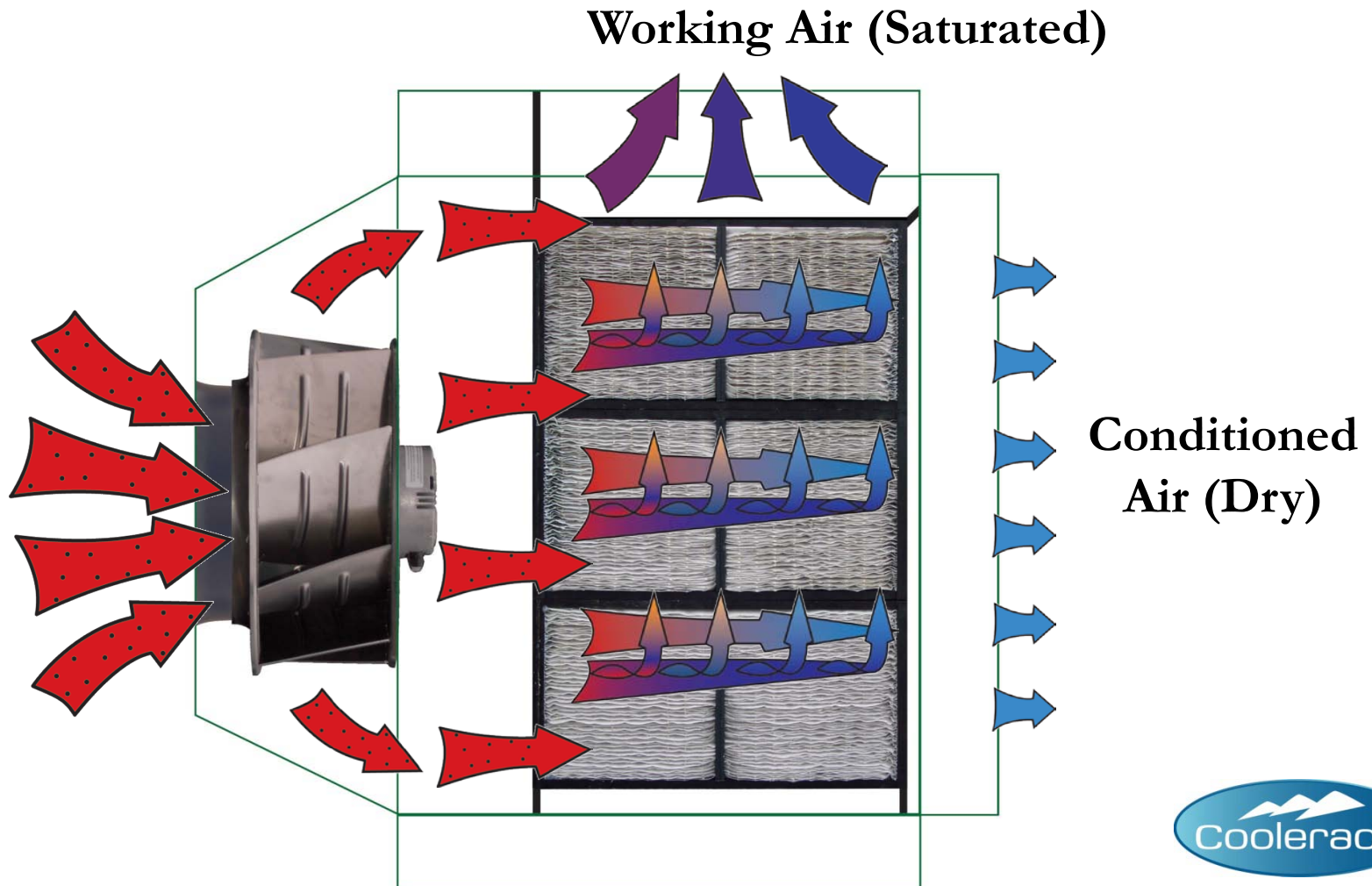
The 'Elevator Brief'

- Patented Heat Exchanger that cools air using 50 - 90% less energy – peak demand and total KWh - than conventional AC
- Technology and products tested and validated by major utilities and NREL
- Since 2004, over 500 installations in 19 states and 15 countries
- Current market focus is commercial AC replacement where **total** cost of Coolerado system is recovered within 3 years through energy savings
 - This supports pricing at 30 – 40% gross margin at current low production volume
- Management team with broad experience – startups to large public, engineering to finance, founders to senior outside executives
- Present backlog is over 6 months
- Growth Stage funding will 1) increase production capacity to meet current demand, and 2) build marketing, sales, distribution to increase demand
 - Desire active “strategic partners” who bring leverage in manufacturing, sales, distribution, related tech IP – and want a liquidity event w/in five years



Coolerado's Secret Sauce

Heat & Mass Exchanger (HMX) – US and Intl patents



Coolerado Product Lineup

Simple Value Proposition – “Up to 90% Energy Savings”



M30 (Modular)

3-Ton Capacity
~ 1,200 ft²



M50 (Modular)

5-Ton Capacity
~ 2,500 ft²



C60

6-Ton Capacity
~ 3,000 ft²



H80 Hybrid

Up to 8-Ton Capacity
~ 4,000 ft²

- All Coolerado units save at least **50%** energy vs. traditional AC
- Modular models can be combined to create large capacity systems
- Standard units save **80-90%** energy vs. traditional AC



Award Winning and Independently Tested



Leading by example,
saving energy and
reducing dollars in
Federal facilities.

Coolerado Cooler Helps to Save Cooling Energy and Dollars

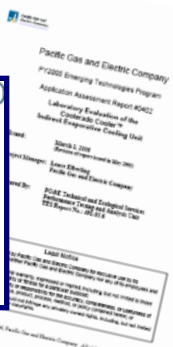
New cooling technology targets peak load reduction

Because this technology significantly reduces electric demand for cooling over the course of a cooling season, it can provide energy and cost savings and help Federal energy managers meet the energy-reduction goals stated in the Energy Policy Act (EPA Act) of 2005.¹ It can also help to reduce expensive peak demand charges.

Bringing you a progressive
future where energy is
clean, abundant, reliable,
and affordable

savings.

This Technology Installation Review, prepared for the U.S. Department of Energy's Federal Energy Management Program, describes the operating principles, measured performance,



Coolerado



U.S. Department of Energy
Energy Efficiency
and Renewable Energy

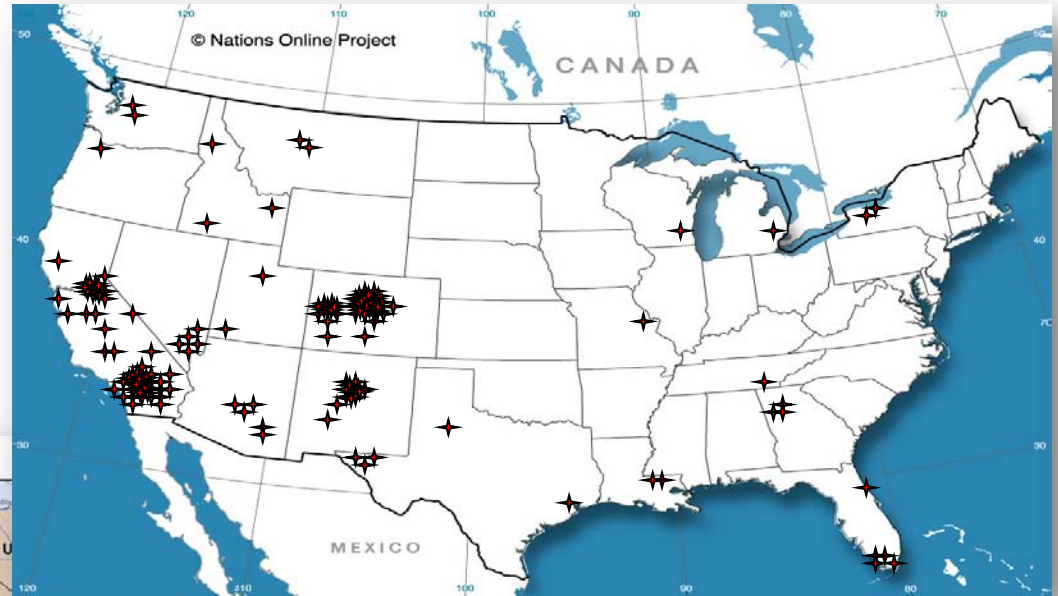
Internet: www.eere.energy.gov/femp/

No portion of this publication may be stored in any form without prior written consent from the U.S. Department of Energy, Energy Efficiency and Renewable Energy, and the authoring national laboratory.

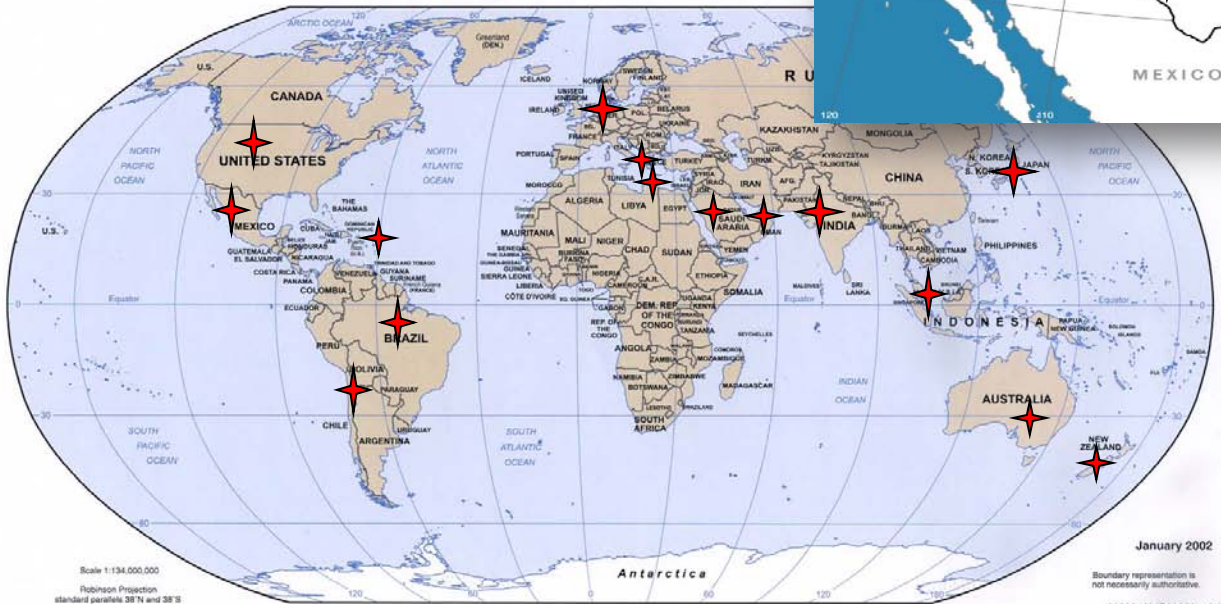
Rapidly Expanding Footprint of Installations

Coolerado has over 500 installations in 19 states and 15 foreign countries

Worldwide



United States



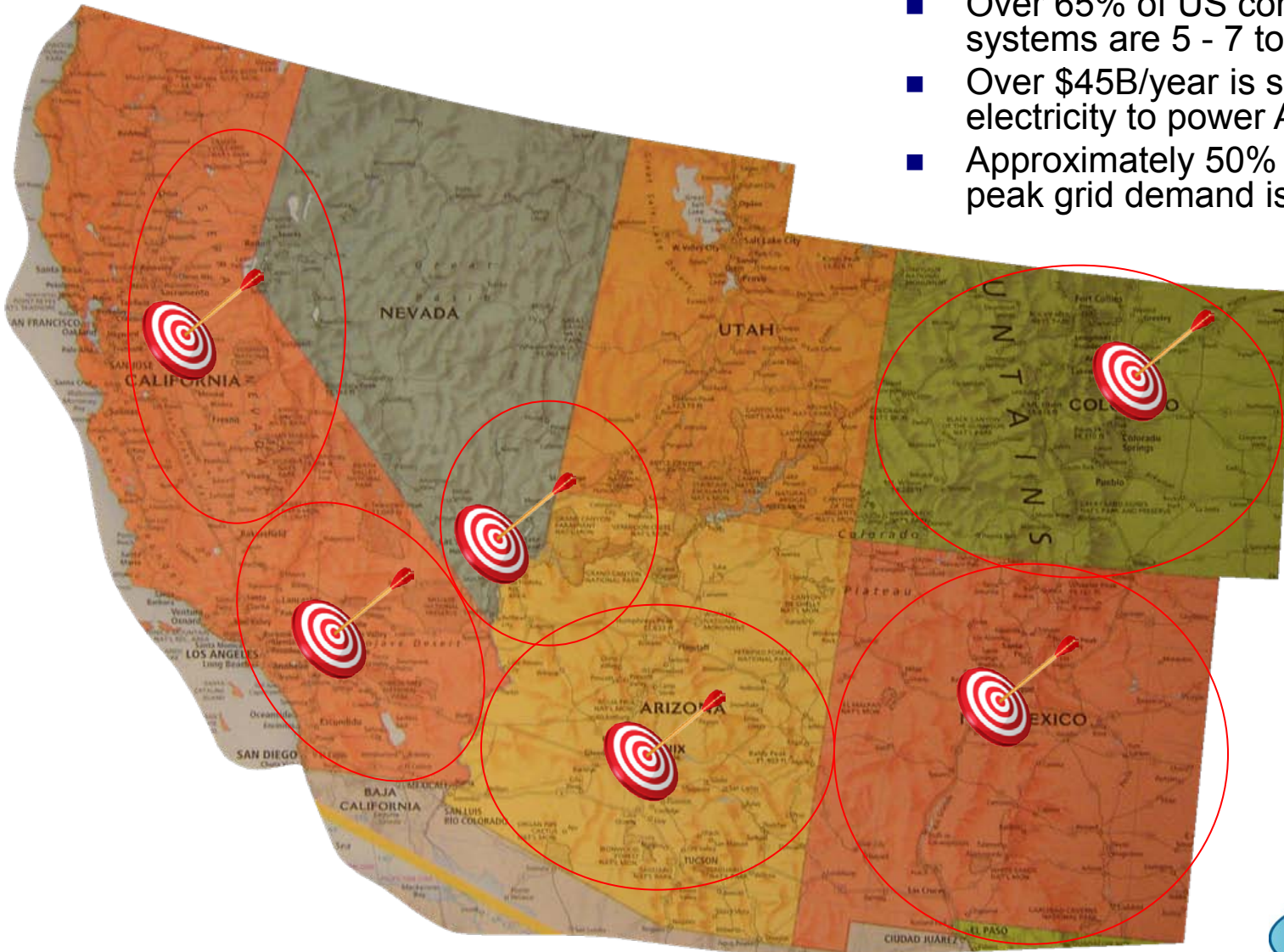
Scale 1:134,000,000
Robinson Projection
standard parallels 38°N and 38°S

January 2002
Boundary representation is
not necessarily authoritative
802804A1 (R00352) 12-01



US Market 2010 “Lower Left” Geo Focus

- Over 65% of US commercial AC systems are 5 - 7 ton units
- Over \$45B/year is spent on electricity to power AC
- Approximately 50% of summer peak grid demand is due to AC



US Market 2010 Vertical Market Focus

Data Centers

**150,000 in
footprint**

**2010 target:
0.1%**

Federal (Mil/Civil)

**54 military in
footprint**

**2010 target:
20%**

QSR (Quick Service Restaurants)

**150,000 in
footprint**

**2010 target:
0.1%**

C stores/Gas

**26,300 in
footprint**

**2010 target:
1.0%**

International Sales 2010

- Contracts in Place
 - Australia \$2MM 500 units
 - Africa \$4MM 1000 units
 - Saudi Arabia \$2MM 500 units

- Negotiations
 - South Africa \$2MM 500 units
 - Mexico \$2MM 500 units

- Preliminary Discussion
 - Arabian Peninsula – Oman, Kuwait, UAE
 - China



2010 Summary

- Current Production Capacity – 5000 units annually
 - Current backlog is 6 months
 - Build capacity to 10,000 units

- Bottom up sales and distribution plan
 - ~ 4500 domestic, 5000 international
 - 2000 units presently under contract

- Maintain gross margins at 25 – 40%

- Profitability occurs at 2500 – 3000 units annual sales



Competition

Traditional AC: Refrigerant based cooling



Emerging:



Evaporative: Swamp Cooling



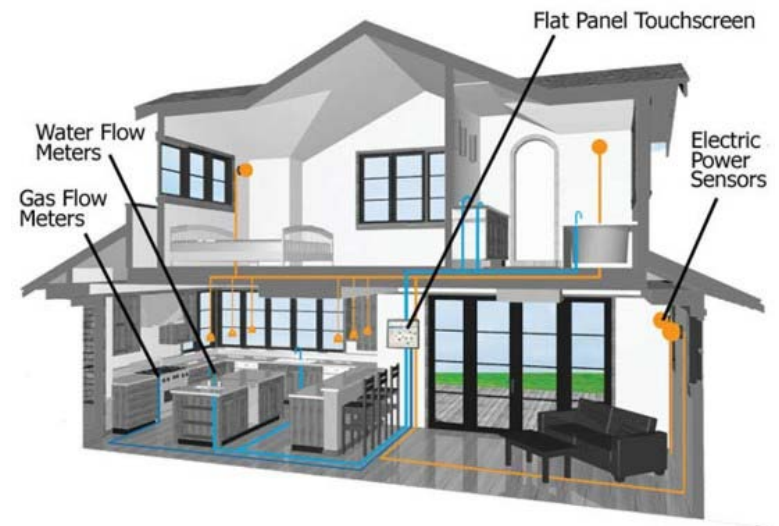
The Future of Air Conditioning

Approximately 50% of peak energy grid demand is driven by AC

Smart Grid



Smart Building



“Energy efficiency is the first source of new supply.”

Jeffrey Leonard, NREL 22nd Industry Growth Forum (slide 17, last bullet)



...The Coolerado H80

AUTOMATEDLOGIC

Graphics Properties Schedules Alarms Trends Logic Reports

HyCool
EquipmentArea
HyCoolAHU
BACView scheduler

Coolerado
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STATUS OF HyCoolAHU

EF speed is 0 %

85 °F
32 %RH
51 °DP
40%OA

69 °F
67 %RH
58 °DP
100%RA

67 °F 69 °F

SF speed is 0 %

Cooling
Capacity 0%
Stages 0

The room is 69 °F and the active SP is 72 °F

GEO NET GRP CFG

This is a picture of the webpage of an H80 that is operating on a college in Sacramento, CA.

The H80 is fully enabled to Smart Grid and Smart Building control systems.



Coolerado is Green

Green for your Checkbook. Green for the Environment. Green for you.

- Coolerado ACs save customers **Money**.
 - 60% - 90% peak energy savings
 - 50% - 85% total energy savings

- Coolerado ACs are **Green** for the planet.
 - 1 ton annual carbon savings per ton of Coolerado A/C
 - No chemical refrigerants in standard units
 - Fewer power plants needed to power peak A/C

- Coolerado ACs use **Fresh, Filtered Air**.
 - Healthier buildings – Better Indoor Air Quality (IAQ)



Coolerado is Green

Green for your Checkbook.

Coolerado Systems save customers Money

**This is what is important to most customers.
Green Tech and Clean Tech are nice to have.**



We seek active partners to help us grow

- Growth Stage funding will:
 - 1) increase production capacity to meet current demand and build capacity for 2011 - 2012
 - 2) build marketing, sales, distribution to increase demand,

- Desire active “strategic partners” who bring leverage in manufacturing, sales, distribution, related tech IP – and want a liquidity event w/in five years

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