



ADG Eco & Energy Advisement Group

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Architectural Detail Group, Inc
a collaborative group enhancing
the built environment's needs
through positive relationships



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www.adgEcoLP.com www.GreenHotelLighting.com

August 5, 2010

Open Letter

Re: interested customer regarding energy reduction in Facilities, using Induction

Cage: 59TA1 Duns:198358579 NAICS: 335129, 331724, 541420 FSC: 5975, 6210, 6240

Dear Customer,

Typically, programs to reduce energy with lighting seem to be as archaic as the "F" word, Fluorescent that is. Energy related professionals and technicians seek the easy way to change-out your fluorescent or metal halide with newer fluorescent and fancy systems that seem to be good, but can result in cheap product and poor maintenance curves 2 years down the road.

Our team of Environmental Scientist, Architect, and Electrical Manufacturing Professionals has looked into your types of issues. How do you get 3 to 5 to 10 time's life of a product now at the price that is more related to a Yield and Cash Flow rather than expense?

As we look at each similar situation, one constant occurs. large facilities do not need high wattages fluorescent or metal halide fixtures and can reduce maintenance for 10 years . So why does your facility use high wattage throw away lights and ballasts all day and night long? By now, you need help with the solution.

Our simple GO SMART[®] system reduces overhead lighting waste and places total emphasis within the managers hands and can be enhanced with Motion Management. The quality of our *scotopic* lighting ' [DOE ADG info Sheet] actually allows the people in the facility and security to use 100% of the eyes' capacity while maintaining a low wattage and long life.

We and our Resellers look forward to working with your facility management and sustainability professional to review specific areas and needs.

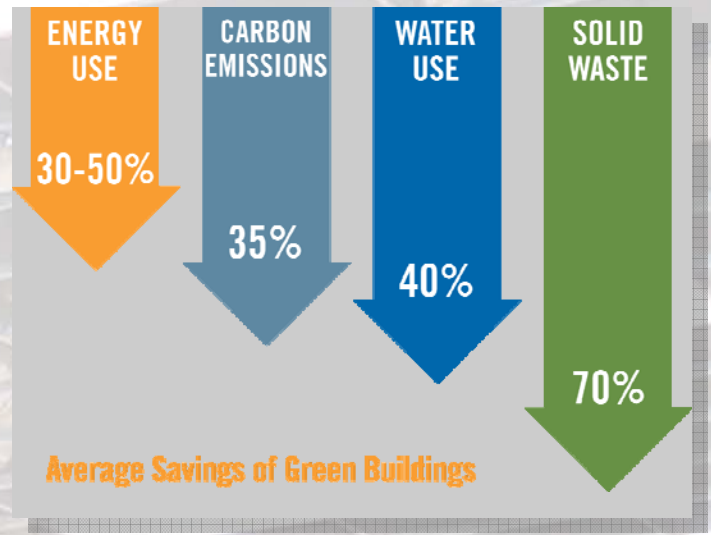
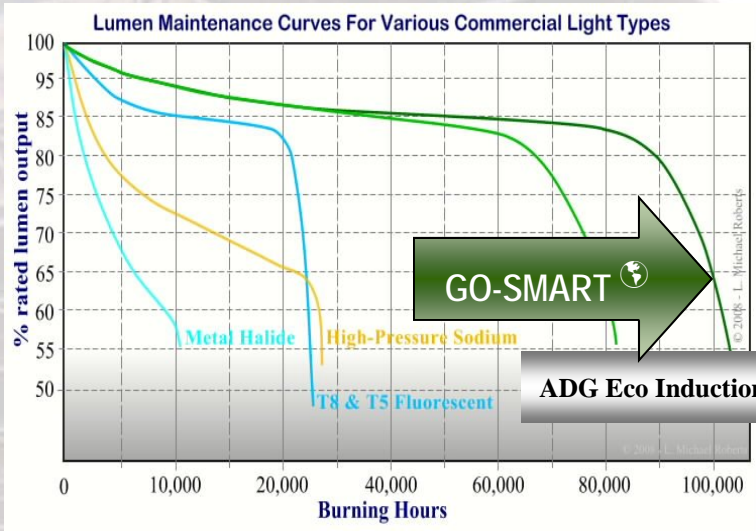
Stay Green and make Savings a real Yield.

Gerald Olesker

CEO & Director of Government Procurement



ASK ABOUT
ENERGY STAR



Key Customer Needs

Your maintenance team throws away light bulbs every 416 days

Power company rates will increase nearly 30%

Where is your facility going cut costs?

The USA & EU banished the Regular light bulb by 2012

CA and other states have a law *AB32* mandates facilities to reduce carbon load to 1990 levels

Are you in compliance

What is your plan for sustainability through a Cash Flow or Yield?

Utilize Government Loan Programs

ADG Eco is an American Manufacturer and Employees American workers.

www.adgEcoLP.com

Learn More with a Qualified Factory Reseller through our Advisement Programming

Some customers that collaborated with our team

Call for a Reseller in your state 818 597 9494



ADG Eco Lighting Products
 ADG Eco & Energy Advisement Group
 Has manufactured for
 Facilities, Resorts & Institutions
 with an experienced team

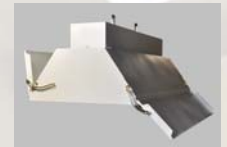
Our Resellers & Team
 with yours produce
 quality results,
 well manufactured products
 and some of the best solutions.

ADG experts have been
 manufacturing for 3 generations

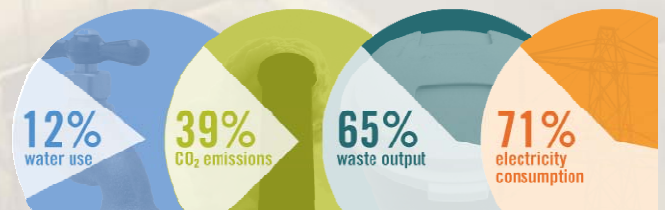
ADG Authorized Resellers will be
 keyed into your needs
 ADG Manufactured solutions -
 Save you Money

Paradigm Shift

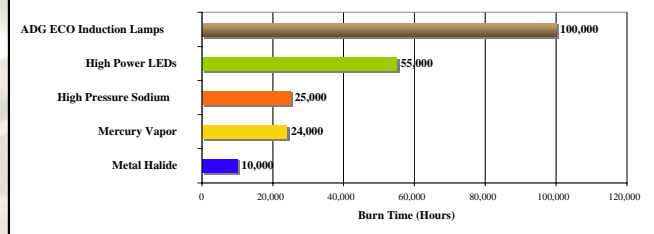
Quality - 21st Century solutions
 Better illumination
 Less Energy used
 Deferred maintenance
 State and Federal Compliance
 DOE Recognized technology



U.S. Building
 Impacts:



Typical Lamp Lifespan of Commercial/Industrial Lighting Types



Simple questions

Ask your CFO & Management team:

What are the 5 key steps they have taken to
 reduce maintenance and power waste?

Has an advisor directed them to solving these
 issues & create cash flow from energy?

When will your team plan to take action?

Who is the designated facilitator or will you
 be hiring ADG to guide the process?

What should you do?

Like some of the clients listed in this guide your
 team should actively engage with a quality Eco
 Advisement Group.

Review some of our case studies

Impact to SMUSD Paradigm Shift

L.A. Talk Radio interview with our CEO

ADG Mini White Paper *LED vs. induction*

Valley Economic Alliance Impact Study

Know that Lighting your facility can hog as much
 as 25%-45% of your power bill

