



Solar Tech Pioneer GOAL ZERO Takes Portable Solar Power to Innovative New Heights

Salt Lake City – Reliance on power anywhere and at anytime has become more than a luxury – today, it's a necessity. **GOAL ZERO**, the leading provider of portable solar power, brings the most innovative and effective full system portable solar technology to markets around the world. With **Goal Zero**, renewable energy is made easily available for everything from smartphones, to lights and water pumps so that the millions of people who use these devices never have to lose power or search for an outlet again.

Consumers have a greater need for portable energy than ever before with the increasing usage of portable technology, such as cell phones, laptops, MP3 players, GPS devices and cameras. As the popularity of these devices continues to rise, so is the market for powering them on the go, whether you're in the mountains, on the beach, in the boardroom, in an emergency situation, or on a flight. **Goal Zero** offers a solution to this challenge through the highest quality solar panels and most efficient portable rechargers, equipped with all the relevant accessories needed to power any device, anywhere.

Providing a perfect blend of portability and power, **Goal Zero** products feature full solar energy systems – solar panels, portable rechargers and accessories – each designed to work in concert with each other. These easy-to-use products come in a variety of sizes and wattage for any need, ranging from the ultra-portable Guide 10 Plus Mobile Kit, which can power a GPS device and speakers on an overnight hike, to the Extreme 350 Explorer Kit, which provides enough power to fuel an entire base camp.

Select products include:

Guide 10 Plus Mobile Kit

- The most cost-effective, compact and lightweight solar energy system on the market to date, the Guide 10 Plus Mobile Kit – including a Guide 10 Plus portable recharger and a Nomad 3.5 solar panel – can be used as a power source for handheld devices, such as an iPad, GPS, portable speakers and beyond. Available for \$129.99.

Nomad 7

- The Nomad 7 delivers an ultra-compact solar panel that enables charging handheld devices directly from its USB and 12 Volt DC charging ports. The Nomad 7 will charge a GoPro camera in four hours and an iPod in two hours. Available for \$99.99.

Escape 150 Adventure Kit

- The Escape 150 Adventure Kit includes an Escape 150 portable recharger and a Boulder 15 solar panel to provide basic back-up power for the home, day-trips, campouts and overnight stays. The Escape 150 portable recharger will run an iPhone for 150 hours. Available for \$359.95.

Sherpa 50 Solar Kit

- Featuring a Sherpa 50 portable recharger and a Nomad 10 solar panel, this ultra portable, dependable and completely modular system is designed to provide electrical power for the adventurer that travels light. The Sherpa 50 delivers enough power over its lifetime to match the equivalent of 30,000 AA batteries. Available for TBD.

Extreme 350 Adventure Kit

- The Extreme Adventure Kit, which includes an Extreme 350 portable recharger, an Extreme UI 400 inverter and a Boulder 30 solar panel, will power base camps in the most remote places on earth. This reliable, rechargeable electric storage system delivers maximum power while you're off the grid. The Extreme 350 portable recharger will power an LED light for 120 hours straight. Available for \$769.95.

Entrepreneur and humanitarian Robert Workman founded **Goal Zero** through his work with TIFIE, a not-for-profit organization created to foster economic development in the Republic of Congo. TIFIE (www.tifie.org) takes a unique approach to helping developing countries by establishing sustainable business enterprises that produce goods and services and create lasting jobs. **Goal Zero** and TIFIE were conceived to work together, not only to provide people with access to portable power, but to empower sustainable humanitarian efforts. TIFIE's operational expenses are covered through a portion of proceeds from all **Goal Zero** purchases.

For further information about **Goal Zero** and its products, please visit www.goalzero.com.