



nextalternative
a leader in renewable resources...

NEWSLETTER

Next Alternative is Staying Ahead of the Curve! Here's an update on some exciting developments

- New audited financials are complete and will be available on our website
- We expect to move up on the DAX to entry level in February
- We have signed a Letter of Intent with Ecolocap to engage in a joint venture in manufacturing batteries and M-fuel machines
- Exponent, an independent lab in Phoenix, is completing testing our batteries and results will be posted shortly

Bracing for a February Freeze? We Say – Here Comes the Sun!

Solar power is one of the most logical, accessible and effective means of alternative green energy sources. No man-made device can match the enormous amounts of energy produced by the sun. What man can do, is design useful apparatuses that collect the sun's energy, turning that power and heat into other forms – such as electricity.

Solar power offers a host of viable applications for homeowners, businesses and industries. Solar panels are used to heat homes, to power lighting, heating and air conditioning systems and many home appliances. Businesses may receive tax incentives and save money by using solar generators to power lighting, heating and electricity. Realistically, energy costs can be cut in half by switching to this beautiful and abundant natural resource.

The quest for more ecologically sound choices for energy production and consumption continues to push for further development of solar technology. Next Alternative is poised on the cutting edge of this innovative arena. With the objective of combining our CNT battery, Pancake motor and controller as a unified system to capture solar energy – we hope to drive a stand-alone generator that would ultimately provide power in remote areas. Thus allowing more people in more places to remain operational and connected.

Who's Next? Meet Peter Law

Next Alternative is pleased to have a host of highly regarded, well-respected, innovative and accomplished individuals contributing to the evolution of this ground-breaking company. We'll be introducing them to you over the course of the year.

Peter Law was born in London, England and moved to Australia in his teen years. He later earned a degree in Mechanical Engineering from Melbourne Technical Institute. He began what would become a solid career in car racing in 1968, when he joined Roger Penske's racing organization in Reading, Pennsylvania with the Can-Am and Indy Car series programs. Having great success there, Peter returned to Australia and formed his own Australian Touring Car Team - which culminated with an impressive series championship.

Peter headed back to the United States in 1973 to drive competitively and to oversee racing operations of an International Motor Sports Association (IMSA) G.T.U. team. Peter managed that team to a class title at the 24 Hours of Daytona that same year. Just two years later, Pete opened Ecuire Motors - a specialty company servicing exotic cars. By 1979, Pete had founded Law Motorsports, Inc, based in California. Before he decided to sell the company, it had become the largest independent BMW facility in Orange County. Peter retired from his racing career in 1989 to coach his son, Darren in his burgeoning racing career. Darren made it to the ranks of professional driver, where he proved very successful and remains today as a popular name in racing.

Peter's vast breadth of knowledge and experience in motorsports has run the gamut from the design and construction of racing vehicles, to ownership and management of race teams, private consulting, all the way to the creation and implementation of marketing and promotional programs. Having accumulated more than 30 years business savvy as well, in 1996 Peter began Garrett Sports Marketing to leverage his experience and capitalize on the growing popularity of the automotive and sports marketing industry. Internet and e-commerce marketing of sports merchandise and memorabilia had also seen a jump and the firm targeted auto and sports enthusiasts via specialized websites. In 2007, Peter changed the name of the firm to 44 Marketing as the company had broadened its services beyond just sports. 44 Marketing also has a full-service consulting arm which provides marketing strategies, sponsorship procurement and management, and consumer marketing and event programs. Peter's hands-on approach, innovation and commitment to excellence has allowed him to deliver top quality results to his clients time and again.

In June of 2009, Peter was contacted by an old friend, Rob Ireland. Rob knew only too well Peter's work ethic, business acumen and in depth experience, as they had partnered in developing a GPS in-car camera system for motorsport back in the late 90's. Rob proposed that Peter take the position of VP of U.S. Operations in a new green start-up company - Next Alternative. Apparently it was an offer Peter could not refuse as he states, "I'm really looking forward to this new and exciting startup position in this industry. The company has several new cutting edge technologies."

Peter currently resides in Maricopa, Arizona with Helen - his wife of 45 years. They have two children - Darren and Raelene and five beautiful grandchildren.

Get Plugged In

News around the industry



The electric car industry has recently gotten a major nod in favor of its viability on a worldwide scale. An investment consortium with parties including HSBC, Morgan Stanley and other well-respected firms, has pledged \$350 million dollars to further developments in battery operated cars. Several nations have already signed on to participate in broad scale trials in hopes of pushing the endorsement of electric vehicle adoption. This is a huge coup which lends even more credence to the growing notion that not only individuals, but entire countries have recognized the need and benefit of shifting toward more ecologically friendly means of transportation.

This news bodes extremely well for Next Alternative and its pursuit to keep forging ahead in this industry.

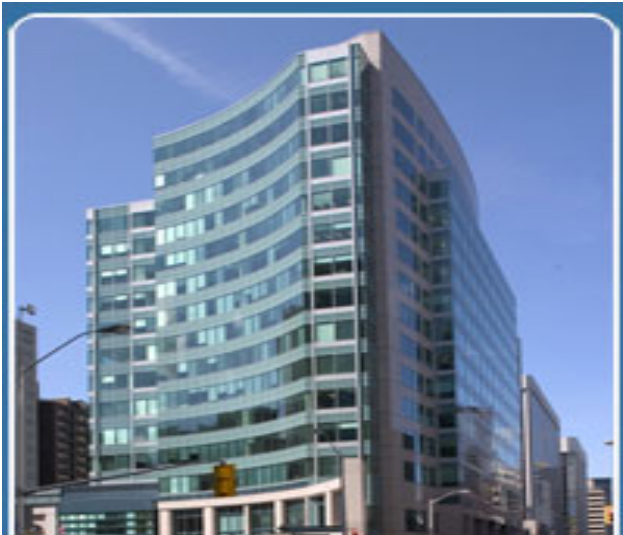
About Next Alternative Inc.

Next Alternative Inc. is a break-through company paving the way in the global effort to discover alternative means of energy.

Understanding the need to reduce the demand for fossil fuels, Next Alternative is pioneering new methods that provide eco-friendly solutions. Poised on the cutting-edge of new green technologies, Next Alternative strives to develop and offer products that meet the challenges of our new economy.

With the belief that this new market will propel achievements within world transportation, Next Alternative stands as an innovator - bringing existing technologies together and melding them to meet future demand.

Next Alternative is a new publicly traded company on the Frankfurt stock exchange.



Next Alternative, Inc.
World Exchange Plaza
45 O'Connor Street Suite 1150
Ottawa, Ontario K1P 1A4

Tel: 613-755-4023
Fax: 613-237-9145

Email: info@next-alternative.com

Website: www.next-alternative.com

Other Tidbits

Peter Law is set to embark on a European Roadshow which will include talks with prospective investors. We wish him safe and fruitful travels in spreading the importance and feasibility of the Next Alternative mission.

Denver-based SolaRover, one of Next Alternative's partners, is graciously supplying solar generators to Haiti in response to the devastating earthquake it suffered last month. One such generator is powering a U.N. field hospital providing care to the injured. Next Alternative applauds its efforts.

Mind, Body & Seoul

Seoul is the Capital of Korea and its most populous city with over 10 million people. Located on the Han River it was historically settled in 18 B.C. Its influence in business, international trade, education, politics & technology has led to its reputation as a global city. Speaking of technology – Seoul is the **2010 World Design Capital** and has one of the planet's most technologically advanced infrastructures. In 2008, Forbes named it the world's sixth most economically powerful city. Seoul hosted the **World IT Show** in 2009 solidifying its place as a proponent in the quest for green technology.

While experiencing rapid development, there's still a pleasant marriage of old and new. Along with skyscrapers, you will find centuries old palaces. Cuisine is healthy and flavorful. You can enjoy traditional cultural performances and festivals. Religion in Seoul is dominated by Buddhism & Confucianism. The belief in the power of nature is also extremely prevalent.



Stock Quote- Feb. 01, 2010
Frankfurt Exchange: 0.40 Euro
XETRA Exchange: 0.40 Euro
NASDAQ: coming soon
TSX: coming soon

