



nextalternative
a leader in renewable resources...

NEWSLETTER

Next Alternative is Sporting a Whole New Look!

NEXT ALTERNATIVE LAUNCHES NEW AND IMPROVED WEBSITE

With many recent accomplishments, new partnerships and continued breakthroughs within the alternative energy sectors, we decided that a brand new look and feel for our website was needed to better reflect where the company stands and where it is going. The website was unveiled in June and boasts a clean design, is easily navigated and includes pertinent information about the company and the industry as a whole. Learn about Next Alternative's leading-edge technology and products. You still have the option of downloading recent press releases, monthly company newsletters and audited financials, as well as having the real time ability to check Next Alternative's current stock quote.

The company has made such great strides this year and with some recent activity, Next Alternative is truly progressing to the next level. We wanted to showcase our mission, personality and products in an environment fitting of that progress.

Who's Next? Meet Bob Daly - Our New CFO

Next Alternative is very excited to have Bob Daly sign on as Chief Financial Officer. Bob is presently CFO at Klocwork but is devoting time to be CFO at Next Alternative Inc. Bob is a Chartered Accountant and brings with him over 25 years experience in private sector companies, primarily in the high tech sector. He has been instrumental in the growth of both start-ups and multi-billion dollar companies alike. Recently, Bob held CFO positions with and Espial where he led a successful IPO on the TSX. He has held a number of other senior financial roles with Ottawa-based companies including Cognos, Inc. and the Ottawa Senators Hockey Club.

Bob also worked for JDS Uniphase where he served as Vice President, Finance of the Wavelength Routing Group with global responsibility for the financial performance and reporting of a \$1 billion business unit. He was a key member of the operations team responsible for business unit strategy, operational targets and international business performance. In addition, Bob has acted as advisor to a number of early-stage Canadian technology companies providing corporate finance, business strategy and operational advice.

Everyone at next Alternative is thrilled to have an individual of Bob's professional stature on board. His experience, insights and financial leadership will be an enormous asset in optimizing operations and seeing Next Alternative to the next level. His talent, savvy and innate business acumen has already made him a standout and we are looking forward to having him apply those attributes to our mission.

THE ARGUMENT FOR ELECTRIFIED COMMUNITIES

Fred Smith, Chairman of FedEx and co-chair of the Energy Security Leadership Council, recently addressed the United States Congress regarding the numerous imperative reasons that we must pursue alternative forms of transportation energy – namely electricity.

In a well-researched and voiced account of the pressing issues facing America, he explained the danger in continuing down a path that is reliant on oil. As the transportation sector accounted for nearly 70% of American oil consumption in 2008, there needs to be more emphasis on utilizing alternative energies.

He cited that the volatility of oil prices affects nearly every American. Prices have steadily increased over the years from \$30 a barrel in 2001 to an all time high of \$147 a barrel in 2008. Ironically, any monies saved through decreased taxes between those years were countered by the fact that households spent significantly more than that on higher gasoline prices. Today, a barrel rests at a still very high \$80.

Smith also pointed out that much of the infrastructure that delivers oil to the global market is exposed and vulnerable to attack in unstable regions of the world. Oil transiting between chokepoints is at risk and if even one closed, it could mean economic disaster. The US patrols these routes for protection that benefits all nations, but that comes at the US taxpayers expense. A 2009 study by the RAND Corporation showed costs for this burden at between \$67.5 billion and \$83 billion annually!

Another factor is that dependence also constrains the United States foreign policy. We often find ourselves accommodating hostile governments in order to ensure that the flow of oil is not disrupted. These governments do not share our values or our goals and thus puts the US and its allies at risk.

Finally, consumption of petroleum poses a long-term threat to the environment. Cutting down on emissions is a major global issue and one that transportation heavily impacts. The International Energy Agency recently assessed that in order to meet environmental targets, by 2030, more than 60% of new vehicle sales would need to be based on some form of electrification – from hybrids to purely electric vehicles

Electricity is the future. It is diverse and domestic and widely available. Electricity prices are stable and the power sector has substantial spare capacity. While some functionalities would need enhancing, the Infrastructure already exists for generation, transmission and distribution. Electric miles are much cleaner than gasoline miles.

Next Alternative applauds Mr. Smith for his insight and his dedication to this cause. As this is also our mission, we are hopeful that Congress, as well as other governments, businesses and consumers will take his words to heart and set a course for a more eco-friendly approach to transportation.

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.



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Frankfurt Exchange: 0.35 Euro
XETRA Exchange: 0.35 Euro
NASDAQ: coming soon
TSX: coming soon



Get Plugged In

News around the industry

Electric Vehicles – Things are Getting Serious!

On June 22nd and 23rd, London hosted the 2010 Frost & Sullivan conference on Electric Vehicles Unplugged. According to Dr. Peter Wells, a Reader at Cardiff Business School in England and a regular contributor to AutomotiveWorld.com, there was a real sense that the industry has turned a corner as far as EVs are concerned. They are no longer viewed as a flight of fancy, but as real and pertinent modes of alternative transportation. This was evident in that the conference was not so much about the viability of the technology – it was more about appropriate business models in getting these cars to market and in the hands of the consumer.

There remain a few concerns as these autos transition to market - like the long design cycle times and the large investments needed for production. There also seems to be two different market segments with varying customers. The battery swap approach targets high-mileage users while the city car application is for shorter daily commutable distances. Yet, Wells reiterates that there is definitely a movement from the laboratory and field trials to the actual deployment to customers.

This interpretation of the general consensus at this important conference bodes well for the continued progress of Next Alternative.

