



REVOLUTIONARY SOLAR TECHNOLOGY USED TO POWER ANTARCTIC MISSION

**G24 Innovations' solar cells effective in
world's most inhospitable environments**

Cardiff, Wales and King George Island, Antarctica – April 21, 2008 – Robert Swan OBE, polar explorer and the first person to walk to both the North and South Poles, has successfully demonstrated that solar power can provide an effective and reliable energy source, even in some of the world's most inhospitable and extreme environments.

The 'E-Base Goes Live' project saw Robert and his team spend more than two weeks in Antarctica, relying exclusively on solar power and other forms of renewable energy to meet their energy requirements.

Dye-Sensitised Thin Film solar cells created by G24 Innovations (G24i) provided a significant portion of the electricity used during the trip. Despite poor weather conditions which saw little sunlight, the cells contributed to the energy that team members used for satellite, digital and video conferencing technologies throughout the expedition. The lightweight durable cells are silicon free and are unique in their ability to produce electricity in low light and indoor conditions.

Commenting, Robert Swan OBE, said: "Levels of sunlight in Antarctica are extremely poor so it is a huge endorsement of G24 Innovations' technology that we have had a constant supply of energy. It demonstrates how effective solar power can be. Renewable energy has a huge role to play in helping us combat climate change and we should all be looking at it, as we seek to do our bit."

Robert Hertzberg, Chairman of G24i, said: "Robert Swan is an internationally renowned explorer who has provided us with a great opportunity to test our technology in some of the most extreme and challenging environments in the world. Our solar cells are lightweight, durable and produce electricity even in low light conditions, so we knew that they would be ideal for the Antarctic mission. We are delighted that they have played their part in making the expedition a success."

G24i is the world's first company to produce commercial grade Dye-Sensitised Thin Film solar cells, a technology that's been in the laboratory stage for eighteen years. The company is developing a wide range of applications for its technology, including mobile telephones rechargers, portable electronics, clothing, tents, and building materials and is exploring how to make solar power a viable energy option for new geographies and regions around the world.

Notes to Editors:

About G24i

G24 Innovations (G24i), a UK based company, is the world's first to commercially manufacture next generation Dye-Sensitized Thin Film solar cells, an alternative to traditional silicon solar cells.

Dye-Sensitized Thin Film solar cells are unique in that they are extremely lightweight, durable, and produce electricity in low-light and indoor conditions. As a result, G24i's advanced solar cells are perfect for powering mobile electronic devices such as mobile telephones, cameras, and portable LED lighting systems.

On a larger scale, G24i's flexible thin film integrates effectively into clothing, tents, electronic advertising displays, and works well for indoor building integrated photovoltaic systems where local regulation requires on site generation or significant energy efficiency measures.

G24i's proprietary high speed roll-to-roll manufacturing process allows for large volume production at our 23 acre, 187,000 square foot facility. Further information at: www.g24i.com.

About Robert Swan and the 'E-Base Goes Live' project

Robert Swan founded 2041 to help preserve Antarctica through the promotion of recycling, renewable energy and sustainability aimed at combating the effects of climate change.

Since 2003, Robert and the 2041 team have taken over 150 people from 25 nations to Antarctica. Each year these teams have contributed to the design and construction of the E-Base, Antarctica's only dedicated education base and a model for educational, environmental and energy issues, located at Bellingshausen Station, King George Island.

For the 'E-Base Goes Live' project, Robert and his team lived at the E-Base for two weeks, relying completely on renewable energy. Throughout the project, live text and video conference links with schools and organizations allowed Robert to showcase alternative energy sources in one of the harshest environments on the planet.

More information about the 'E-Base Goes Live' project is available from: <http://ebase.2041.com>

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