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FOR IMMEDIATE RELEASE

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Native American-Owned Sacred Power Corp. Associate Sponsor of NASCAR Sprint Cup Team

Renewable energy firm sponsors Team Latitude 43, #26 Ford Fusion

Albuquerque, NM – February 12, 2010 – Latitude 43 is proud to announce that Sacred Power has signed as an Associate Sponsor for the first 5 races of the 2010 season with Boris Said and the # 26 Ford Fusion.

Sacred Power is a Native Owned solar energy company based in New Mexico. That's right! Latitude 43 is going green. Sacred Power's President /CEO David Melton stated "We are excited to be the first Solar Energy Company to be a sponsor of a team in the top series in NASCAR. We understand the marketing power of NASCAR and are excited to be with a team that is locked into the top 35 in owner points."

We are even more excited to be with a driver as recognizable as Boris Said." Sacred Power's V.P. / COO Odes Armijo-Caster added, "We look forward to attending the race in California next week where Sacred Power will adorn the hood of the car. We would love to be in Daytona this week but things have been put in place too quickly for that to happen."

Latitude 43 General Manager and Crew Chief added, "Our new team is pleased to welcome Sacred Power Corp. to the NASCAR family and access to its 75 million fans. We support the use of renewable energy and encourage our fan base to do so too."

About Sacred Power

Sacred Power Corporation is a Native American-owned renewable and distributive energy manufacturer headquartered in Albuquerque, New Mexico. Providing renewable energy solutions to the federal government, tribal governments, and the private sector since 2001, Sacred Power is a leading provider of renewable

technologies including photovoltaics (the application of solar cells for energy) solar hot water systems, and solar hot air systems, among others.

Sacred Power's two Albuquerque locations are now: Corporate and manufacturing headquarters at 1501 12th Street NW, Albuquerque, NM 87104; which resides in a HUB Zone.

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