



July 25, 2000

Tuesday July 25, 9:30 am Eastern Time

Company Press Release

SolarFlex Technologies Featured in Special San Diego
TV Report on Energy

Race for an Alternative Power Sources Leads to Creation of Plastic Solar Cell Technology

Company's Two Year Journey Captured on New Web Site: www.solarflectechnologies.com

SAN DIEGO--(BUSINESS WIRE)--July 25, 2000-- SolarFlex Technologies Inc. has spent the past two years in a race to develop a proprietary alternative energy source, cheaper and more environmentally friendly than traditional fossil fuel.

In the process, it has captured major and continuing media attention for its efforts as it nears the final stages of what industry experts say will be a new era in energy generation worldwide.

In a special report late last week on KUSI-TV, one of San Diego's major television stations, the company's efforts received prime-time evening news coverage. It was part of the station's in-depth investigative report on spiraling energy costs that have impacted residents of both San Diego and South Orange Counties. In some instances, bills have tripled in just one month.

News of important recent developments at SolarFlex led veteran KUSI investigative reporter Steve Bosh and his camera crew to the company's headquarters and development lab. There, they spoke both with Adrian Pelkus, the company's co-founder and CEO, and Kevin B. Skislock, founding partner and CEO of Irvine-based Laguna Research Partners LLC (www.LRPonline.net). During the past year, Laguna Research has provided extensive strategic counsel to the company.

Pelkus told KUSI, "We believe that we are in the final stages of developing a flexible and lightweight plastic substrate solar cell technology. We estimate that it will generate energy at a cost that is not only cheaper than existing glass substrate solar cell technology, but also be cheaper than fossil fuels."

Specifically, Pelkus said, "our cell is expected to be more than 57% cheaper - \$0.09 versus \$0.21 per kilowatt-hour – than current solar cell technology, and 33% cheaper -- \$0.09 versus \$0.135 -- compared with fossil fuel energy." Moreover, Pelkus noted, every watt of renewable energy saves 3.7 tons of air pollution per year.

Laguna Research Partners' Skislock, a leading advisor to emerging growth companies, helped put the overall energy picture in perspective. "Solar cell industry unit sales have grown at a solid double-digit rate since 1974, despite the fact that solar cell technology is 55% more expensive than fossil fuel energy," Skislock explained.

"In fact, despite the absence of any significant technologic breakthroughs, industry unit sales have actually grown at an accelerated rate in recent years.

"Looking forward," said the Laguna Research Partners CEO, "solar cell market growth is projected to be 20%-plus compounded annually. This product, once initial development is complete, could represent a technologic breakthrough of significant financial and environmental proportions. This technology could very well cause a further acceleration in industry growth."

Echoing his analysis is photovoltaic industry expert Paul Maycock, also a member of the SolarFlex Board of Advisors. "SolarFlex Technologies is leading the world in this product area," he recently reported to the company's board of directors.

SolarFlex Technologies is in the process of approaching government, targeted suppliers and local high-tech companies for possible partnership ventures to assist in the completion of development efforts as well as build a production facility, with a target of two production systems in operation by the end of next year.

Two major manufacturers with the ability to produce all ancillary equipment and deliver complete systems throughout the world are already evaluating the project.

For further details on the company's pioneering efforts, interested parties are urged to visit its newly launched Web site at www.solarflextechnologies.com. This site was created for the company by New World Order Productions, a division of Laguna Research Partners LLC.

The information in this news release is subject to change without notice, and SolarFlex Technologies Inc. (the company) assumes no responsibility to update the information contained within this release. The information in this news release should not be used as a complete analysis of the company, its industry or any security. The information contained in this news release is not intended to be, and shall not constitute, an offer to buy any security. The securities of the company may involve a high degree of risk and may not be suitable for all investors. Investors are advised to consult their personal broker or investment advisor before making any

investment decision concerning the company. This news release contains forward-looking statements made pursuant to the safe harbor provision of the Private Securities Act of 1995. This information may involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. (c) 2000 SolarFlex echnologies, Inc. All rights reserved. Additional information is available upon request.

Contact:

SolarFlex Technologies Inc., San Diego

Adrian Pelkus, 858/549-7864

asquared@cts.com

www.solarflectechnologies.com

or

Investor Relations Network

Tom Gavin, 714/545-9500

tom@irnonline.com

www.irnonline.com