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VIA FEDERAL EXPRESS AND EMAIL

True Renewable Energy
6553 Las Positas Road
Livermore, California 94551
info@truerenewenergy.com

Re: **Improper Marketing of Open PACE**

To Whom it May Concern:

Our firm represents California Statewide Communities Development Authority (CSCDA). As you know, CSCDA operates the Open PACE program as a resource for residential and commercial property owners to finance energy efficiency, renewable energy and water conservation improvements. We have been informed that residents of the City of Hayward are receiving lead generation postcards in connection with PACE Funding, which misrepresent the City of Hayward's involvement with the program and make an unauthorized use of CSCDA's Open PACE logo. One such postcard can be traced back to True Renewable Energy.

CSCDA demands that you immediately stop using misleading lead generation postcards or other aggressive or deceptive marketing. Be aware that we have sent a letter to PACE Funding that demands they discontinue their relationship with any contractor who uses such marketing, and we specifically mention the postcard related to True Renewable Energy. CSCDA demands that any communications by PACE Funding or for PACE Funding for participation in the OpenPACE program be ethical, truthful and lawful. You should know that the failure to meet our demands will lead to CSCDA terminating PACE Funding's authority to operate the Open PACE program.

We thank you in advance for your understanding and cooperation in resolving this matter.

Sincerely,



Trisha Ortiz
CSCDA Assistant General Counsel

cc: James Hamill, Managing Director
Catherine Bando, Executive Director

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