



Solar Integrated Roofing Corp. Focuses on Aggressive Growth Through New Marketing Program With Television, Radio and Direct Mail

POWAY, CA,-- December 6, 2016 - Solar Integrated Roofing Corp. (OTC PINK : SIRC) CEO David Massey has focused on refacing the company with new retail locations, added sales representatives and an aggressive marketing program that should greatly increase sales for 2017. The company will have new television ads ready to air over local California stations, radio ads and a custom direct mail program focused on solar with a new roof for residential and commercial properties.

The showroom, located at 12411 Poway Road, in Poway, covers about 1,500 square feet and is designed to allow potential customers to view their solar roofing options much as they would tile and carpeting for their floors. Until now, Solar Integrated Roofing Corporation has done all of its sales by way of in-home visits. This new site will be staffed by existing SIRC professionals and so entails no growth in headcount.

SIRC's CEO David Massey said, "The showroom represents another way for us to engage with the consumer. A great many people prefer to come to a showroom at their convenience rather than set an appointment for an in-home visit. We are highly sensitive to the needs and desires of our customers, and the opening of our showroom, located centrally in San Diego County, is proof of that. We will continue to offer in-home consultations, and the showroom is an additional service. We are modernizing the way people shop for solar roofing products."

The showroom is located in a high-traffic area, and the Company expects walk-in traffic to begin forming a significant part of its sales. Management believes that by showing people the actual product, rather than relying on brochures, homeowners will have a better appreciation for how the finished system will look and work in their particular case.

At the same time, Company sales staff can walk customers through the financing process so that they can make an informed decision with just one visit. SIRC can finance the purchase of a solar system with a 12-year, low-interest loan, and the payments are usually less than for a lease. By owning a solar system rather than leasing it, a homeowner gets the federal tax credit plus any state incentives, as well as depreciation. SIRC systems also come with a 25-year warranty, which makes them almost risk-free.

For more information, please visit: www.solarintegratedroofingcorp.com

About Solar Integrated Roofing Corp.

Solar Integrated Roofing Corporation (SIRC) is an integrated solar and roofing installation company specializing in commercial and residential properties with a focus on acquisitions of like companies to build a footprint nationally.

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Forward-Looking Statement

Any statements made in this press release which are not historical facts contain certain forward-looking statements; as such term is defined in the Private Security Litigation Reform Act of 1995, concerning potential developments affecting the business, prospects, financial condition and other aspects of the company to which this release pertains. The actual results of the specific items described in this release, and the company's operations generally, may differ materially from what is projected in such forward-looking statements. Although such statements are based upon the best judgments of management of the company as of the date of this release, significant deviations in magnitude, timing and other factors may result from business risks and uncertainties including, without limitation, the company's dependence on third parties, general market and economic conditions, technical factors, the availability of outside capital, receipt of revenues and other factors, many of which are beyond the control of the company. The company disclaims any obligation to update information contained in any forward-looking statement. This press release shall not be deemed a general solicitation.

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