

### SwissINSO HOLDING INC.

Stock Symbol-	OTCBB: SWHN
Shares-	77,857,143
Market Cap-	\$109,000,000
Recent Price-	\$1.40
Intermediate Target Price-	\$2.55
52 week range-	\$1.12 -2.17

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## SwissINSO HOLDING INC.

SwissINSO Holding Inc., located in Lausanne, Switzerland, utilizes its intellectual property assets to provide environmentally friendly, innovative solar energy solutions and related technology to meet growing global needs. The Company's goal is to become a world leader in turnkey solutions using renewable energy for the purification and desalination of water and the air cooling and heating of buildings. Additional information can be found on their web site listed above.

**NEWS FLASH: Every day, thousands of people around the world die from lack of access to clean water. Nearly one billion people lack access to safe water, and 2.5 billion do not have improved sanitation. The health and economic impacts from this situation are mind-blowing. SWHN feels it has found an economically viable, green solution to this world-wide water crisis. Their new solar powered water purification system could be just the answer to bringing clear, clean water to millions of people.**

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#### INIATING COVERAGE

With 97% of the earth's surface covered in salt, brackish and polluted water, millions of people do not have access to clean, healthy water. Two-thirds of the world's population have no direct access to clean, healthy water. In 2006, waterborne diseases were estimated to cause 1.8 million deaths per year.

In China, it is estimated that 3,000,000,000 people lack access to safe drinking water. Of the 20 most polluted cities in the world, 16 are in China. Because of China's rapid economic growth over the past 20 years, the

country has damaged their water resources. Many of their water supplies have been polluted by human and industrial wastes to the point that stretches of rivers and lakes are cesspools of waste.

We are blessed to live in a country with ample water sources. The U.S. has its own problems when it comes to clean and healthy water, and the demand is growing. We feel the world definitely needs an economic solution to supply clean water to the millions of people in water-deficient areas.

However, one of the solutions may be the technology being developed by SwissINSO and their new solar powered water purification system.

## PURE, CLEAN AND GREEN

SWHN announced on April 28, 2010 that it had a successful launch of KRYSTALL System, its first fully solar powered water purification product. The Company went on to report that over 80 people attended the event, including investment bankers, investors, scientists, commercial partners, distributors and members of the press. The exceptional turnout resulted in numerous high-level inquiries as well as press, national television and radio coverage. During the course of the event, attendees were able to see the unit in operation firsthand, receive a detailed explanation on the process behind the product, and sample the water. KRYSTALL products will be available in a number of configurations, and will be capable of purifying over 100,000 liters of brackish water and 50,000 liters of seawater per day into high-quality drinking water. The units are completely turnkey and self-contained in two 40-foot containers and, if desired, can be fitted with an optional automatic bottling line. Built with legendary Swiss engineering and attention to detail, each unit is fully autonomous, powered by state-of-the-art photovoltaic panels that also charge batteries for the operation of the unit during darkness or cloudy conditions.

## WHY CONSIDER SWHN?

We feel the KRYSTALL System just might be a terrific answer to a growing global crisis. The reasons why:

- A) It's low maintenance
- B) Does not require permanent infrastructure
- C) Operates independent of unstable or unreliable grid power
- D) Outstanding energy savings
- E) System easily installed in remote locations
- F) Quick investment turnaround—less than 1 to 3 years.
- G) Perhaps the most compelling reason—It's totally green.**

## MORE REASONS WHY SWHN

SWHN 's High Efficiency Solar Cooling System, named KLYMAA, is aimed at the construction industry's continued efforts to find cost effective alternative renewable energy and architecturally innovative design solutions for cooling/air conditioning large industrial, public and commercial office sites. An effective alternative is to cover the external envelope of buildings with glazed cladding sun collector panels to supply the needed energy to run the entire cooling system for the building. SWHN will be the sole manufacturer worldwide of these unique colored cladding solar panels, offering a new aesthetic perspective to architects and solving a major design dilemma in many regions across the globe.

We feel an intermediate-term target price of \$2.55 could be achieved once revenues increase. The potential for this company could be huge considering the crisis facing us world-wide of the lack of safe drinking water, along with providing a self powered, air-cooling solution to the building industry.

## ANALYST

Officers of Market Advisors, Inc. have been in business since 1983 and have provided stock market research for their clients since 1985. Company officials have often been quoted in a wide array of financial publications such as the Wall Street Journal, Investors Business Daily, Barron's, Forbes Magazine and The Dick Davis Digest to name a few.

