

SolaBlock signs first overseas agreement, establishes sales relationship in Israel.

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SolaBlock, Inc., a Pittsfield MA and Troy NY based climate- and construction- technology start-up, signed a Memorandum of Understanding (MOU) with a partnership team led by Eran Harish, for exclusive rights to sell SolaBlock's Solar Masonry Unit (SMU) in Israel once operations commence.

The MOU establishes the intention for an agreement to be finalized by the end of 2023. The MOU allows both parties to finalize how the product will meet Israeli standards for construction and solar materials, as well as, how the Solar Masonry Unit will be manufactured and distributed for the Israeli market.

"This is a watershed moment for SolaBlock", stated CEO Eric Planey. "Over the last several years, as our founders and team began marketing the uniqueness of our Solar Masonry Unit, the interest from both the United States and globally has been substantial. Israel is a natural first overseas market for us to establish. It's regarded globally as the premier innovation economy and its land density and sun intensity is ideal for our SMU. I cannot say enough about the partnership team led by Eran Harish. Eran and I go back over a decade, and I know SolaBlock has a trusted friend to commence our business there."

Eran Harish is a businessman with vast experience in fields such as renewable energy, digital health, agritech and cleantech. Eran has been operating in Israel and the global arena for more than 25 years and possesses a wide network of business partners and colleagues both locally and internationally.

"I'm thrilled to be partnering with the SolaBlock team in bringing their innovative Solar Masonry Unit into the Israeli construction market", explains Eran Harish. "I'm certain that the SolaBlock technology is ideal for the Israeli market in terms of market conditions, high annual incidence of sunshine, and timing, with a national decree that came into force last year requiring new buildings to comply with the Israeli Green Building Standards."

Both parties also agree this MOU could lead to greater combined efforts through the entire Mediterranean and Middle East region, because all countries there could benefit from the unique clean energy and clean building solution SolaBlock brings.

SolaBlock is a revolution in construction tech and clean tech. SolaBlock's Solar Masonry Units (SMUs) combine premium solar technology with the familiarity of standard masonry bricks. Our SMUs are part of our Vertical Solar Solution (VSS), providing renewable energy for customers seeking green energy alternatives. SolaBlock will become operational with its first final assembly facility in Pittsfield later this spring. It recently moved its headquarters from Easthampton to Pittsfield Mass at the Berkshire Innovation Center and has established a New York State presence in Troy. More information can be found at www.solablock.com.

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