

SOURCE: Sauer Energy, Inc.



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CAMARILLO, CA--(Marketwired - July 16, 2015) - Sauer Energy Inc. ("SEI") (OTCQB: [SENY](#)), developer of the patented WindCharger® vertical axis wind turbine (VAWT) and manufacturer of the WindCutter® vertical axis wind turbine (VAWT), has announced its launch of the Early Adopter Program for its WindCutter turbine.

SEI has developed an Early Adopter Program with a tiered approach to targeting specific industries. The launch of this new program will demonstrate how SEI can bring their results and completed WindCutter 1.5 together for review into the marketplace.

- WindCutter turbine to launch beginning September, 2015, for selected adopters
- Program created to monitor and document product implementation in real world environment
- Special implementation support and innovative approaches regarding most special requirements
- First selection tier will be non-profit groups (501 (c)(3))
- Future adopter industries will be announced and considered at future dates

After months of pre-testing and validation reports, SEI encompasses the best combination of the measurable five co-efficiencies: safety, performance, cost, noise and longevity. With this new design application, the WindCutter is slated to be one of the first original small wind concepts with certification to reach the market. The Early Adopter Program is the precursor to

widespread distribution and will showcase design, engineering and completed product.

The Early Adopter Program will focus on documentation and preparation for mass production. Through advanced technology and innovation, SEI is set to incorporate a prime standard throughout the project with constant monitoring and support from SEI's team.

This being the final step before distribution to the marketplace, SEI is confident that it will lead to a great impact on market demand and plan to address sales orders accordingly.

The next step is for SEI to move into a larger scale headquarters. The new manufacturing facility is expected to support production and be efficient for the anticipated demand.

SEI is expected to meet all of the standards required by the American Wind Energy Association (AWEA) for certification through the Small Wind Certification Council (SWCC). At the same time, SEI remains third party transparent. Upon certification and structural verification, the WindCutter turbine will be the first vertical axis wind turbine to be approved.

"This milestone represents a major shift for SEI into revenue reporting. We are very confident and are currently focused exclusively upon the delivery of the WindCutter. Having this Early Adopter Program will prove, by third party standards, the performance and efficiency of our product. We, here at SEI, have a mission to provide a very effective solution to address the current demand for renewable energy," stated Dieter Sauer, President and CEO, Sauer Energy, Inc.

If you are a nonprofit organization (501 (c)(3)) and would like to be considered for the Early Adopter Program, please contact us at the email address below so that we may include you in our selection process.

info@sauerenergy.com

About Sauer Energy Inc.

Sauer Energy Inc. is a technology developer and manufacturer focused on the emerging renewable energy market. SEI's first offering, the WindCutter, is based on the Darrieus principal and has 5 airfoil blades that use the principle of lift to rotate the shaft and is pole mounted. SEI also plans to offer the patented helical WindRider model, a vertical axis wind turbine that employs the HelixWind® technology it purchased in 2012. The higher performance design modifications are expected to deliver superior results. The WindRider is also pole-mounted, and can be used for applications that don't require roof mounting. SEI also invented and plans to offer the WindCharger® brand turbine for a better roof-mounted solution for residential and other small building usage.

SEI's technology is remarkable as it requires so few parts. This means a lower manufacturing cost, more efficient operation, lower maintenance (fewer parts = less chance of malfunction), and greater power generation. This will provide SEI with a new direction for wind capture, making it easier to scale from residential, to powering a small community -- all the way up to large industrial facilities. The market opportunity for this new, self-contained, innovative technology is unlimited and growing rapidly.

With several patents in place and many more pending, SEI looks forward to early manufacturing and commercialization. It is also aggressively moving toward a financial return on its investments. To learn more about Sauer Energy, please visit: www.SauerEnergy.com

Sauer Energy... Harnessing the true power of wind!®

Forward-Looking Statements

This news release includes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. While these statements are made to convey Company progress, business opportunities and growth prospects, readers are cautioned that such forward-looking statements represent management's opinion. Whereas management believes such representations to be true and accurate based on information and data available to the Company at this time, actual results may differ materially and are subject to risk and uncertainties. Factors that may cause actual results to differ include without limitation: dependence on key personnel and suppliers; SEI's ability to commercialize its wind turbine technology; ability to defend intellectual property; wind turbine material and component costs; competition; economic conditions; consumer demand and product acceptance, and availability of growth capital.

Additional considerations and risk factors are set forth in reports filed on Form 8-K and 10-K with the SEC and other filings. Readers are cautioned not to place undue reliance upon these forward-looking statements; historical information is not an indicator of future performance. The Company undertakes no obligation to update publicly any forward-looking statements.

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