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E-STAR ALTERNATIVE PLC. EXTRAORDINARY ANNOUNCEMENT

E-STAR INITIATES NEW BOND ISSUANCE

E-Star Alternative Plc initiates new issues of its corporate bond program. The Company is planning to issue fixed rate and floating rate bonds. The bonds will be dematerialized securities with maturity of 3 years and 8 months, as well as five years. The fixed rate bonds will be issued with a coupon of 10,24% and a yield (EHM) of 10,27%, while the yield of the floating rate securities will be re-priced every six months. The subscription period is open for institutional investors between 24th and 26th May 2011, for non-institutional (retail) investors between 24th May and 3rd June 2011.

The Company commences four subscription processes in parallel: three for institutional and one for retail investors. The following bond issuances will be available for institutional investors between 24-26th May 2011:

- „EST2015/A”: fixed coupon 10,24% with a yield of 10,27% (EHM: 10,27%) bonds expiring on 12th February 2015.
- „EST2015/B”: floating rate bonds with maturity date of 12th February 2015. The interest premium of the bonds is 400 basis points over the six months BUBOR.
- „EST2016/C”: floating rate bonds with expiry date of 30th May 2016, with an interest premium of 500 basis points over six months of BUBOR.

The floating rate bonds pay interest twice a year and are re-priced every six months.

The bonds named EST2015/A will be available for retail investors for a longer period: from 24th May to 3rd June 2011. The bonds can be purchased for the long term investment accounts (LTI) in order to be classified as tax free investments.

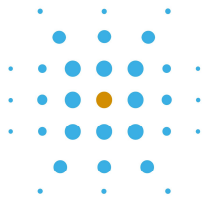
The nominal value of bonds is 100.000 forints (HUF). With the issuance of securities with longer maturity, the refinancing risk decreases, since the maturity date of securities varies from the previously issued tranches. The capital redemption will be payable in lump sum at maturity. The distributor of securities is Equilor Investment Llc.

During the corporate bond program the institutional and retail investors subscribed bonds in total for 5 billion forints (HUF). The bonds are traded on the Budapest Stock Exchange with significant turnover.

The proceeds of the current issuance will support the company's international extension, fostering its growth strategy and perspectives.

E-Star Alternative Plc.

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The bond program is and its addendums approved by the Hungarian Financial Supervisory Authority under the number EN-III/TTE-309/2010. Based on the approval the Company is entitled to issue bonds within 12 months for a maximum value of 10 billion forints (HUF). The bonds will be issued in different tranches to meet the needs of the company's investment needs. Final terms and conditions of the issuance are available on the following web pages: www.e-star.hu, the www.equilor.hu and the www.kozzetetelek.hu.

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