

FORCEFIELD ENERGY, INC.

Stock Hits New High on Strong Volume; New Alliance to Drive Revenue

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FORCEFIELD ENERGY, INC. (NASDAQ – FNRG - \$7.65)

Price Target \$10

Rating: Speculative Buy

COMPANY SNAPSHOT

ForceField Energy Inc. and its subsidiaries comprise a global company whose products and solutions focus on sustainable energy solutions and improved energy efficiency. ForceField is a distributor of LED and other lighting products for a number of premier LED lighting manufacturers; and through its award-winning subsidiaries, American Lighting and ESCO, have completed lighting installations and retrofits as well as energy efficiency upgrades, for numerous high profile concerns in a variety of industries.

KEY STATISTICS

Price as of 4/7/15	\$7.65
52 Week High – Low	\$7.83 - \$4.90
Est. Shares Outstanding	18.45M
Market Capitalization	\$141M
3 Mo Avg. Vol.	65,300
Exchange	NASDAQ

COMPANY INFORMATION

ForceField Energy, Inc.

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INVESTMENT HIGHLIGHTS

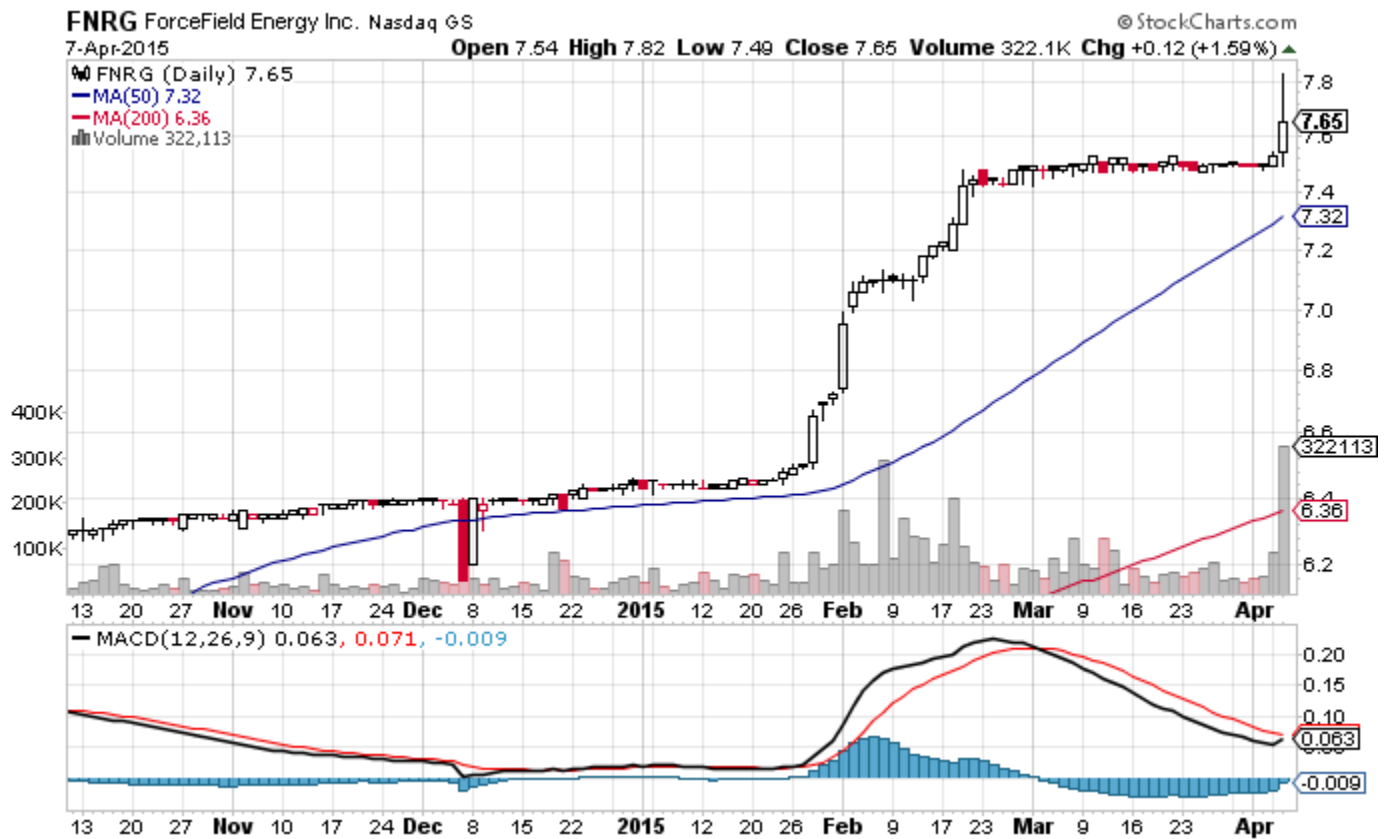
The Bottom Line: Shares of FNRG broke out like never before yesterday and the stock hit a new all-time high on very heavy volume before closing slightly below its new high. Technically, the recent chart is a thing of beauty which should attract savvy traders. However, today's news regarding a new strategic alliance could prove to serve as a key revenue-driving catalyst for its core offerings this year. On the heels of these technical and fundamental events, we reiterate our Speculative Buy recommendation and our \$10 price target.

New Alliance to Drive Sales via New Channels: FNRG's American Lighting subsidiary (ALD) has entered into a new partnership agreement with Waxie Sanitary Supplies, the largest independently-owned distributor of sanitary maintenance supplies in the U.S. As part of the agreement, the companies will establish a joint sales and marketing program for ALD's LED Lighting Systems and Services to Waxie's current base of customers across nine states.

Waxie's 800 professionals operate in key market segments including Building Service Contractors, Commercial Real Estate, Education, Government, Healthcare, Hospitality, and Industrials. According to ALD management, this alliance instantly increases FNRG's sales ability in California and provides opportunities in other states as well. With its customers seeking to save money, FNRG's offerings are a perfect fit.

RECENT TRADING HISTORY FOR FORCEFIELD ENERGY, INC.

(Source: www.StockCharts.com)



SENIOR ANALYST: ROBERT GOLDMAN

Rob Goldman founded Goldman Small Cap Research in 2009 and has over 20 years of investment and company research experience as a senior research analyst and as a portfolio and mutual fund manager. During his tenure as a sell side analyst, Rob was a senior member of Piper Jaffray's Technology and Communications teams. Prior to joining Piper, Rob led Josephthal & Co.'s Washington-based Emerging Growth Research Group. In addition to his sell-side experience Rob served as Chief Investment Officer of a boutique investment management firm and Blue and White Investment Management, where he managed Small Cap Growth portfolios and *The Blue and White Fund*.

ANALYST CERTIFICATION

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