



Press Release

Phoenix Solar Announces Five Regional Sales Directors at the Solar Power International 2011 Trade Show

- Sales professionals bring broad experience in solar and renewable energy

DALLAS, Texas, October 17, 2011 — Phoenix Solar Inc. (www.phoenixsolar-group.com) today formally announced the appointment of five Regional Sales Directors to drive the development of solar power plants across the U.S. The announcement was made here at the Solar Power International 2011 trade show, where Phoenix Solar is meeting customers this week in Booth #843 at the Dallas Convention Center.

Working under the leadership of Paul J. Caudill, Chief Executive Officer and President, the Regional Sales Directors bring world-class solar capabilities to customers across the country to tap into the huge growth opportunities for solar power in the United States -- widely seen as the world's fastest growing solar market.

Benefiting from the company's proven track record in global markets, Phoenix Solar's U.S. sales team has already developed a pipeline of project opportunities and potential partnerships with utility companies, commercial enterprises, independent power producers, government entities and school districts.

"We are strategically focused on five geographic areas and in targeted market segments," said Mr. Caudill. "Phoenix Solar's technology-neutral approach is enabling our team to design, build and operate solar power plants for our customers with optimum price-to-performance benefits. In a time of difficult market conditions and rapidly changing pricing dynamics, we can rely on a network of long-standing supplier relationships to design solar plants that are specific to our customers' financial, technical, and contractual requirements."

"Our Regional Sales Directors come to Phoenix Solar with deep knowledge of the solar and renewables industries," said Les Lifter, Chief Marketing Officer and Senior Vice President of Sales Operations at Phoenix Solar Inc. "This experience is a tremendous benefit to customers who rely on our market expertise to build their solar plants."

Phoenix Solar's U.S. sales team includes:

John Marcarelli, Sales Director for the Southeast Region, including Florida, North Carolina, South Carolina, Tennessee, Maryland and Georgia. John has more than 20 years of sales and sales management experience, including nearly nine years in the solar power sector. Most recently, he was Sales Director at Conergy, Inc., where he



oversaw the U.S. Distribution Sales Business and managed a team of sales, technical sales support and customer support professionals.

Stephen Scott, Sales Director for the Northeast Region, including New York, New Jersey, Pennsylvania, and Massachusetts. He brings to Phoenix Solar over 20 years of executive-level experience in the solar and power generation industries at SunConnect, MMA Renewable Ventures (now FRV) and The Babcock & Wilcox Company.

Glenn Tomasyan, Sales Director for the California Region. He joins Phoenix Solar with 10 years of sales and engineering experience in the solar industry and high-technology sector in California. Most recently, Glenn was a National Sales Engineer for Mitsubishi Electric & Electronics USA, Inc., Photovoltaic Division, and previously he was a sales engineer at Revco Solar Engineering.

Matt Kyriakos, Sales Director for the Mountain Region, including Texas, Colorado and New Mexico. He brings over 20 years of sales management and account experience in industries ranging from solar to software. Most recently, Matt was Director of Key Accounts for Conergy U.S., a large supplier of photovoltaic solutions in North America, where he also oversaw the company's Small Commercial Projects group and created its Commercial Finance program.

Joe Borkowski, Sales Director for Hawaii and the Midwest Region, including Illinois, Indiana, Ohio and Michigan. Joe comes to Phoenix Solar with 20 years of senior management and business development experience at startups and large companies in the renewables and high-tech industries. A veteran of wind power projects, Joe most recently was Development Director at E.ON Climate & Renewables, and prior to that was a Developer at Airtricity. Joe managed a team developing utility scale wind farms, was deeply involved in county permitting activities and environmental studies, negotiated and executed road and land use agreements, and led various state legislative lobbying efforts.

"Phoenix Solar is fortunate to have attracted a talented team of power plant sale professionals who are passionate about renewable energy, but more importantly, driven to develop value-added customer relationships. With a number of customers, we are already acting like an extension of their plant development efforts," said Mr. Caudill.

Contact information for each of the Regional Sales Directors is included below.

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About Phoenix Solar

Founded in 1999, Phoenix Solar is a global leader in the design, construction, operation and maintenance of solar photovoltaic power plants. The company's technology-neutral approach allows us to objectively provide the best solar solutions for our customers. Phoenix Solar Inc. is a wholly owned subsidiary of Phoenix Solar AG, headquartered in Sulzemoos, Germany. For more information, please visit www.phoenixsolar-group.com or call 925-659-3700.

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