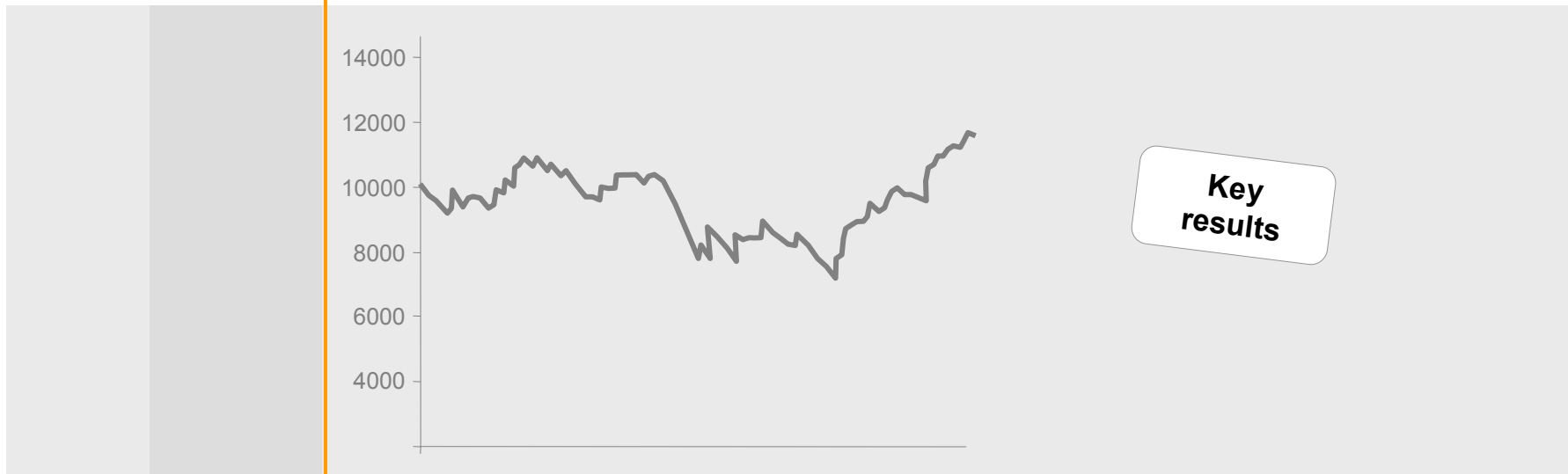


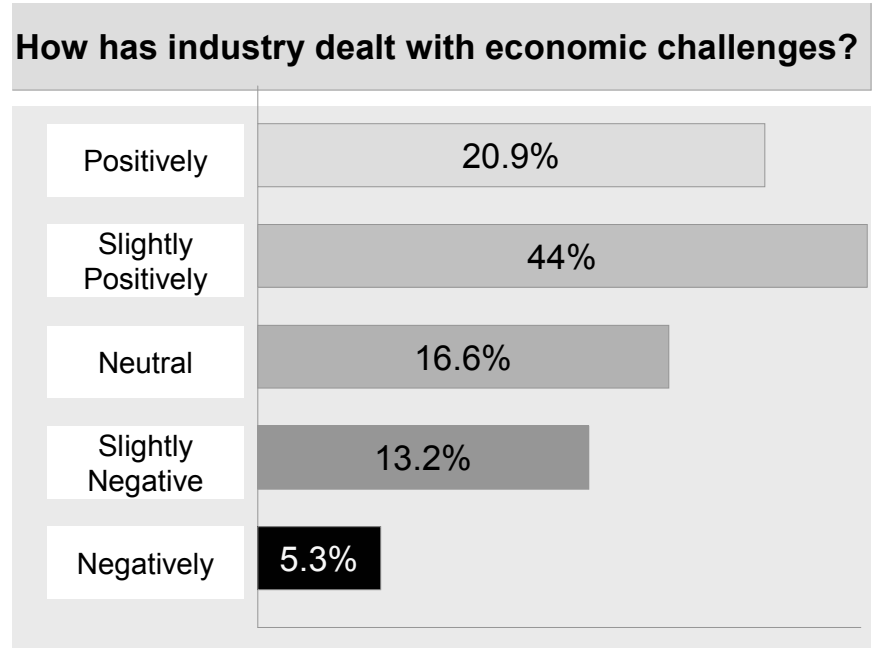
The 2009 U.S. Solar Industry Monitor



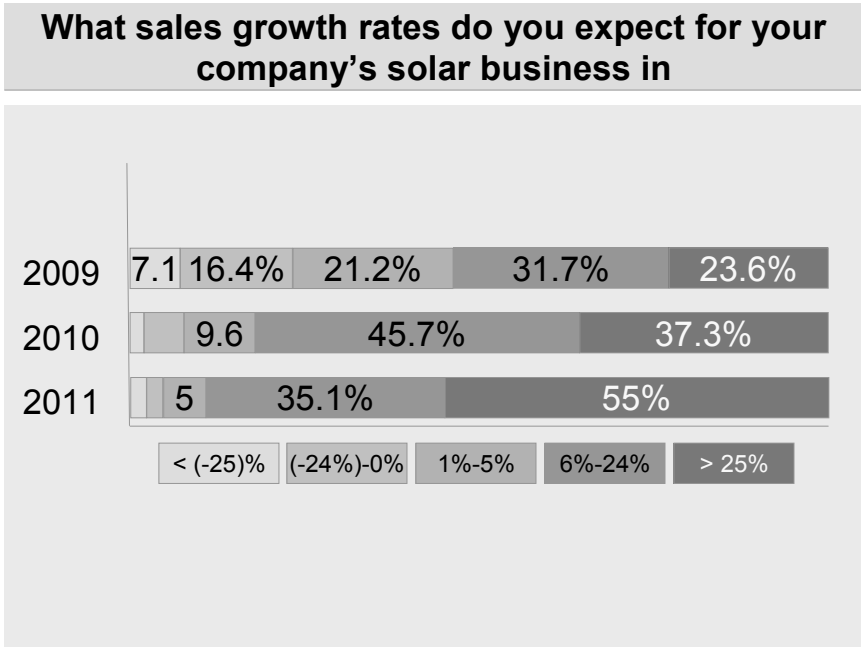
Conducted by Droege & Comp., Inc. and Gibbs & Soell, Inc.,
October 2009

Participants see significant growth in 2010 and 2011

Opinion Poll - The 2009 U.S. Solar Industry Monitor, n = 100, polled between October 13th and October 22nd



- 64.9% say the solar industry has dealt with the economic challenges in a positive manner



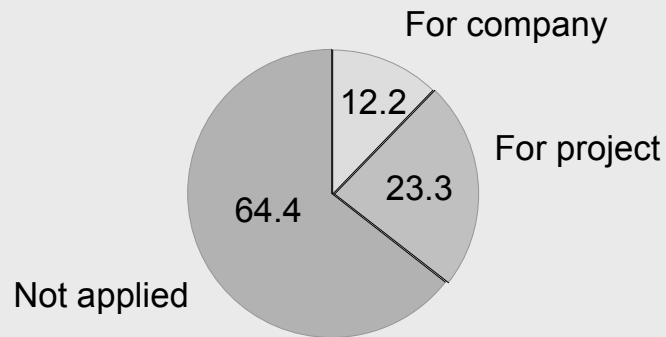
- The positive forecast for 2009, given by 55.3% is outshined by 83% of participants for 2010 and 90.1% for 2011
- 55% believe in biggest sales growth in 2011, projecting more than 25%

The majority of the industry executives indicate a boom in the next few years

64.9% ask for additional support for the U.S. solar industry

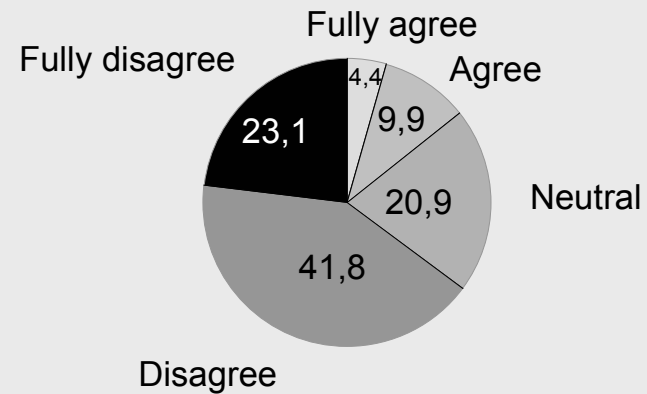
Incentive Environment for Solar

Have you applied for stimulus money?



- 35.5% of participants applied for stimulus money
- 12.2% applied for their company, 23.3% for their projects

Has the government done enough to improve the economic climate for the solar industry?



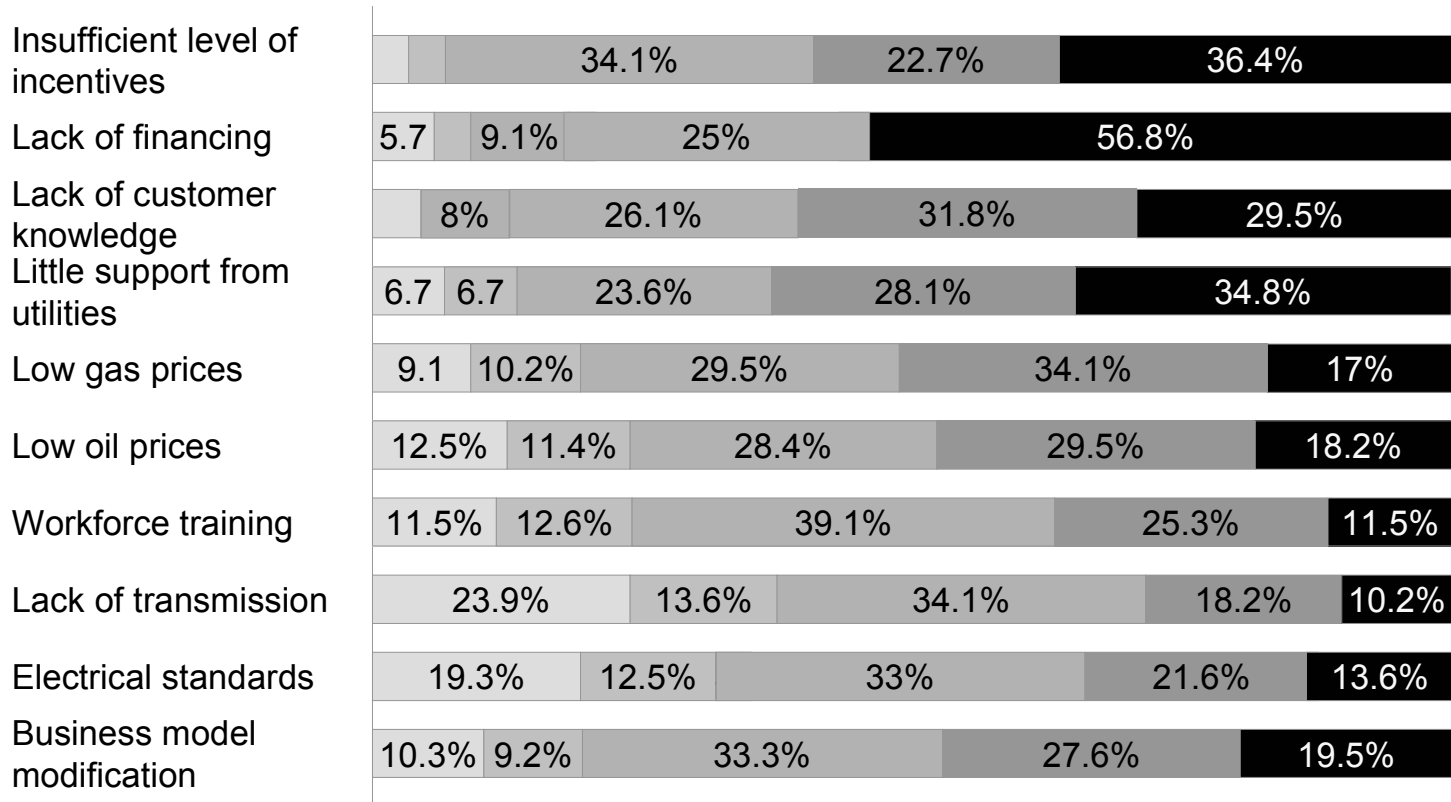
- 64.9% of participants, however, are of the opinion the government has not done enough to improve ramifications for the industry
- Only 14.3% disagree

The majority did not apply for stimulus money and feels the government needs to provide more support

Lack of credit still crunches the U.S. solar industry

Major Obstacles for Solar Industry

What are major obstacles for your company's solar business?



Key¹: 1 2 3 4 5

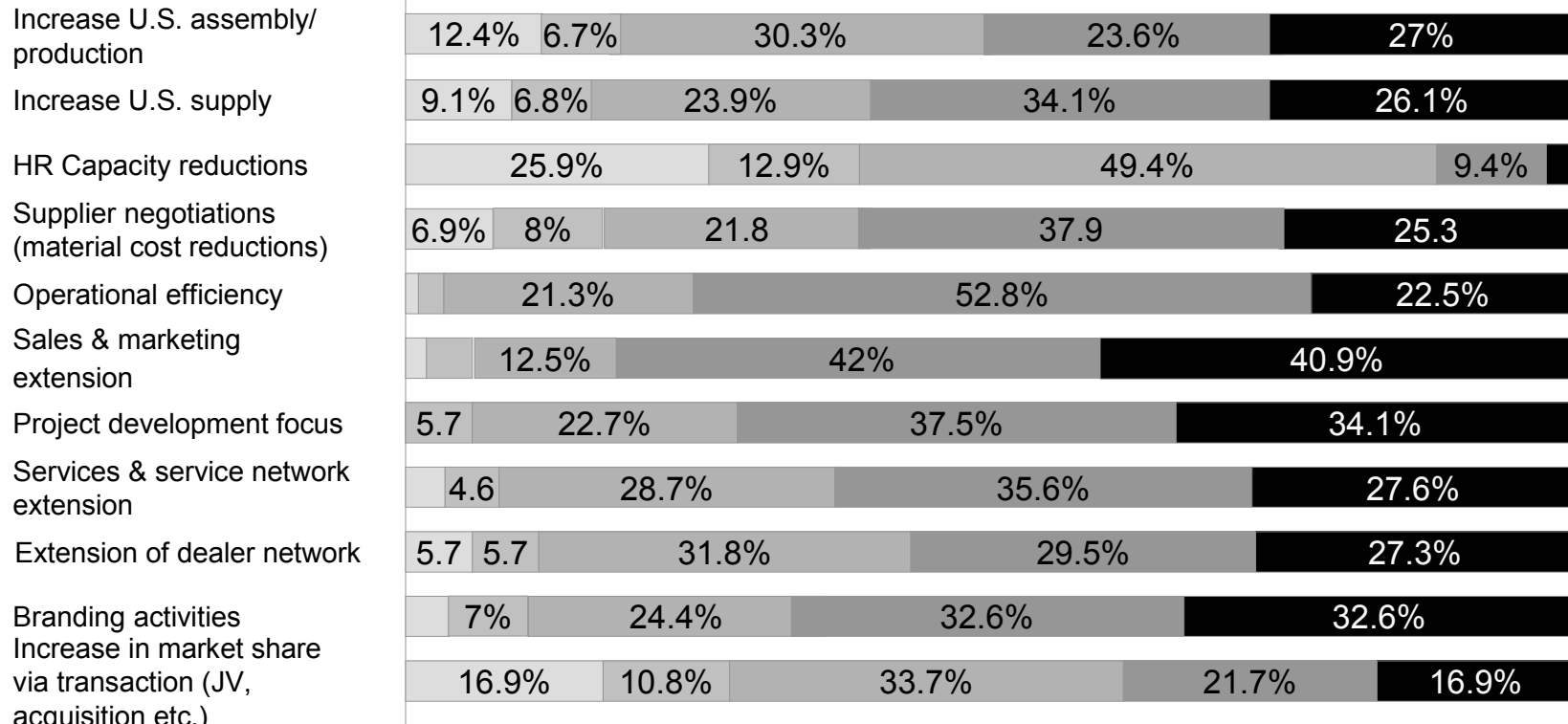
Lack of financing (81.8%) and little support from utilities (62.9%)

Source: 1 = Not important; 3 = Neutral to 5 = Very Important

Market penetration and operational improvement are key strategic focus in 2010

Strategic Activities in 2010

What will be your strategic activities for the U.S. solar market in 2010?



Key¹: 1 2 3 4 5

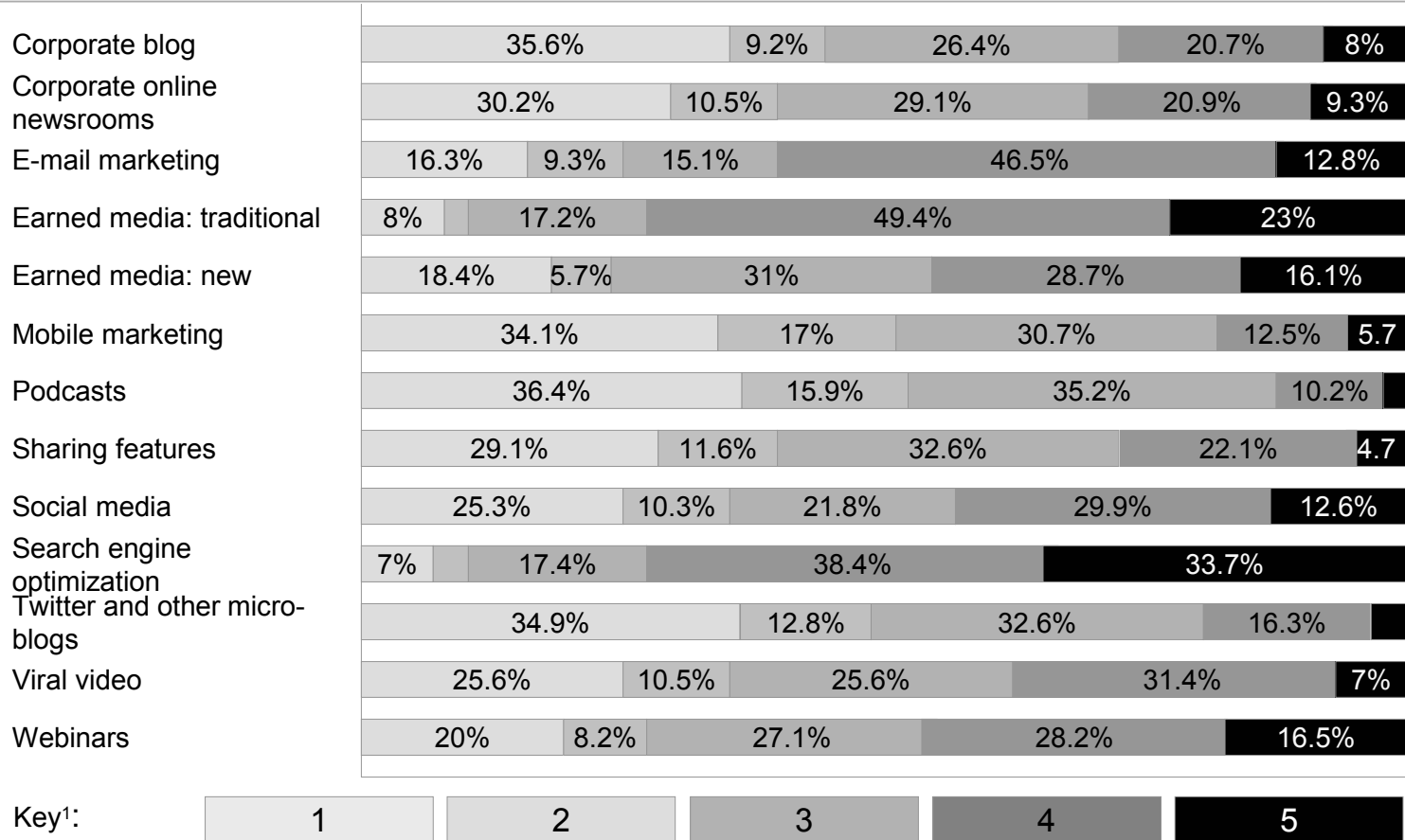
Extension of key footprint activities, foremost marketing along with operational efficiency

Source: 1 = Not important; 3 = Neutral to 5 = Very Important

Respondents said they favor more indirect methods to gain visibility

Planned Usage of Communication Tools in 2010

Which of the following media tools and techniques will you be employing in your 2010 communications strategy for the U.S. market?



Solar businesses regard their sales and marketing efforts as critical to revving up the U.S. growth engine

Source: 1 = Not important; 3 = Neutral to 5 = Very Important

Contact

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About Droege & Comp. International Management Consultants

Droege International Group and its subsidiaries, which include Droege & Comp. International Management Consultants, have been active in the international market for 20 years. Droege & Comp. embodies restructuring and growth expertise. Droege & Comp. is specialist with many years of experience in exploiting mission-critical value-enhancing levers such as revenue optimization, cost reduction, cash & financing, organization & management and integration / PMI offering first-class return on consulting. For more information, please visit www.droege-international.com

About Gibbs & Soell, Inc.

Founded in 1971, Gibbs & Soell is the 11th largest independent public relations agency in the United States (*O'Dwyer's 2009 PR Agency Report*). Headquartered in New York, Gibbs & Soell has full-service offices in Chicago, Raleigh, N.C. and Zurich, Switzerland, and a global footprint that extends to more than 30 countries through its affiliate network that includes the Public Relations Organisation International (PROI). For more information, please visit www.gibbs-soell.com.