



FOR IMMEDIATE RELEASE

Media Contact:

Erica Rios McCarthy

Formula for Energy Innovations

619-234-0345

mccarthy@formualpr.com

ENERGY INNOVATIONS CHRISTENS NEW DESIGN AND MANUFACTURING CENTER

Solar Module and Systems Manufacturer Moves Headquarters to Poway

SAN DIEGO, July 22, 2009—[Energy Innovations, Inc.](#), a producer of concentrated solar energy systems, today opened its new 60,000 square-foot headquarters in Poway, Calif. The new facility, which was relocated from Idealab in Pasadena, Calif., will house the company's corporate offices, design center and global manufacturing operations. In recognition of the move, the company is holding a ribbon-cutting ceremony today at its offices located at 14100 Danielson Street. The event begins at 10:30 a.m. and will include remarks from the [mayors of San Diego](#) and [Poway, Assemblyman Nathan Fletcher](#), and [TechAmerica](#) Regional Director Kevin Carroll. In addition, there will be a tour of the facility and a demonstration of the company's flagship [Sunflower™](#) system.

"Our move to North San Diego County was strategic, allowing us to leverage Poway's 263 sunny days a year for module testing, placing our manufacturing center near our U.S. customers and, at the same time, tapping into the area's rich technology resources and talent base," said Joe Budano, CEO of Energy Innovations. "Within this world-class facility we can house multiple production lines capable of producing 100MW of our Sunflower systems annually. We are delighted to be part of San Diego's vibrant and growing cleantech cluster."

In this new facility, Energy Innovations will design and manufacture its breakthrough Sunflower module. This next generation solar module uses lenses to concentrate the sun's energy onto ultra high-efficiency solar cells similar to those that have been used in satellites for years. By concentrating sunlight, Sunflower modules use 1/1,200th of the expensive photovoltaic material found in traditional solar panels popular today. In addition, this combination of concentrating sunlight and the use of high-efficiency cells produces one of the world's most efficient modules. Sunflower modules convert over 29 percent of the sun's energy into electricity, nearly double the average 15 percent conversion efficiency found in traditional photovoltaic (PV) panels sold today.

"With more than 650 cleantech companies in the region, San Diego has become a hotbed for green innovation and is nationally ranked as a leading solar city," said Kevin Carroll, executive director, TechAmerica San Diego. "It's no surprise that Energy Innovations wants to fuel their growth by joining the vibrant Cleantech ecosystem that the San Diego community has to offer."

For more information about the company or to schedule an interview with an Energy Innovations executive, please contact Erica McCarthy at 619-234-0345 or McCarthy@formulapr.com.

About Energy Innovations, Inc.

Founded in 2001 at Idealab, Energy Innovations (EI) has pioneered the development of Highly Concentrated PV (HCPV) as a means to reduce the cost of solar energy. Today, Energy Innovations has developed the world's highest concentration, most efficient and lowest cost HCPV system. By taking a holistic approach to system design, EI integrates Sunflower's 29 percent efficient module, two-axis tracker, mounting structure and performance monitoring systems into one turnkey solution, significantly reducing installation time and total installed costs. In this way, Energy Innovations has created the lowest LCOE solar solution available today. Learn more at <http://www.energyinnovations.com>.

###