



FOR IMMEDIATE RELEASE

**RAYTRACKER IMPROVES THE INTERNAL RATE OF RETURN OF PV PROJECTS
BY UP TO 12%, AND GENERATES UP TO 40% RETURN ON ADDITIONAL
INVESTMENT**

*RayTracker triples revenue and ramps up manufacturing
amid strong demand for their PV tracking solutions*

SAN FRANCISCO, CALIF. (INTERSOLAR) – JULY 14, 2010 – RayTracker, Inc., a manufacturer of Utility Grade PV tracking systems with industry-leading bankability, announced today that it has more than tripled quarter-over-quarter revenue in the last two successive quarters, with a strong pipeline of demand well into 2011. As the PV industry grows and matures, achieving optimal economics is more of a focus than ever. RayTracker improves the Internal Rate of Return of solar projects by up to 12% and Net Present Value by up to 33% compared with non-tracking systems. With RayTracker, project developers can achieve the lowest cost of energy of any solar technology available today. Additionally, projects using RayTracker GC single-axis solar trackers have lower initial costs or increased lifetime energy than non-tracking systems. For project developers interested in improving the economics of a non-tracking system, adding RayTracker to a project generates up to 40% return on additional investment.

Thus far, RayTracker has received purchase orders for 11 projects in 2010, and is expecting strong sales throughout the second half of the year. The company's pipeline of quoted projects is now well over 1.5 GW and it is continuing to ramp production throughout the rest of this year and into 2011 to meet expanding demand. Customers such as Martifer Solar, REC Solar, groSolar and others have included RayTracker in their 2010 projects.

“As the credit crunch continues to thaw, we're seeing an increased and strong demand from project developers looking for ways to improve the performance and economics of their new solar installations,” said Mark Henderson, President of RayTracker, Inc. “With our product's position as the industry's most bankable horizontal single axis tracker available to solar EPC companies, we are asked to bid on an average of 10MW of new projects per day, and our pipeline indicates we will see a strong growth trend continuing into the future. Our factories are currently running at 7MW per month and we have recently increased our capacity to 25MW per month of total capacity to cover our expanding growth.”

RayTracker offers the only Utility Grade horizontal single-axis tracker with Distributed Actuation Architecture™, where each row is independently controlled. Similar to the reasons why computer server farms long ago replaced mainframe computers, this architecture was developed and chosen by RayTracker for its fundamentally stable system-level energy output. Distributed Actuation Architecture also offers fewer moving components, lower gearing loads, and tighter verified array-level tracking accuracy vs. alternative architectures.

"RayTracker GC has achieved a field reliability of 0.9997, which is unparalleled in the industry," said Matt Schneider, head of the RayTracker Engineering team. "This is 30 times more reliable than what is provided with typical inverter uptime guarantees, and proves the success of our proprietary reliability verification program and the inherent system stability of the RayTracker signature Distributed Actuation Architecture."

"We continue to hear from project developers that horizontal single-axis trackers are an essential part of new PV installations," said JP Labrosse, VP of Marketing and Product Development. "Moving forward, our technology roadmap is firmly focused on converging with the total lifetime cost per Watt of non-moving systems. This is readily achievable through implementation of RayTracker IP, and innovations that have been developed by our team over the course of the past eight years. This cost-convergence will allow us to continue to expand our market, push financial returns even higher, and deliver even more value to our customers."

"We're thrilled with the tremendous progress RayTracker has made and the fantastic market response. Idealab, as a key investor, is excited about participating in its continued growth," said Bill Gross, founder of Idealab and chairman of the RayTracker Board of Directors. "When economics matter, you have to track the sun, and RayTracker was founded to make the most reliable, lowest cost solar energy ever. With RayTracker, in combination with low cost panels, solar energy is finally ready to take to huge scale right now."

About RayTracker, Inc.

RayTracker, Inc. was founded to meet the need for robust, reliable, and cost-effective solar trackers, as well as for software and hardware to enable the lowest cost design, installation and operation of solar PV plants, and the highest return on investment. The company's dedicated and enthusiastic team is focused on delivering innovative and impactful products with exceptional quality, and doing so with industry-leading customer service. RayTracker, is backed by Idealab and other prominent investors in renewable energy. <http://www.raytracker.com>

###

© 2010 RayTracker, Inc. All rights reserved. RayTracker is a registered trademark of RayTracker, Inc. All other trademarks are the property of their respective owners.

Press Contacts:

Stephan West
Idealab for RayTracker, Inc.
+1-626-685-4934
stephan@idealab.com

Teresa Bridwell
Idealab for RayTracker, Inc.
+1-626-535-2886
teresa@idealab.com