

ENERGY INNOVATIONS APPOINTS PHILIP JOOSTEN TO LEAD GLOBAL SALES EFFORTS

SAN DIEGO, CA. – MARCH 15, 2010 – Energy Innovations, Inc., a manufacturer of high concentration PV (HCPV) solar modules and systems, announced today the appointment of Philip A. Joosten to the position of Vice President of Sales & Business Development. Mr. Joosten brings over 25 years of large deal experience and a wealth of international sales and distribution knowledge to the company.

“As we continue the commercialization of the world’s leading HCPV solution, we are fortunate to have someone of Philip’s caliber leading the company’s global sales efforts,” said Joe Budano, CEO of Energy Innovations. “Philip’s understanding of complex deal structures and his global perspective make him a perfect fit for EI at this phase of our growth.”

“Energy Innovations’ Sunflower system is a substantially differentiated offering,” said Mr. Joosten. “The combination of a world leading 29% efficient module and a flexible mounting structure – which can easily be installed on a field, a rooftop or a carport – makes for a truly unbeatable combination. Selling a system with such compelling economics compared to traditional PV or Thin Film will make my job a lot easier. I’m delighted to be joining a company with such a strong product offering.”

With over 25 years in sales and business development, Mr. Joosten brings significant international sales and large deal experience to Energy Innovations. A Dutch national, Mr. Joosten spent his early career in Europe with Rhode and Schwarz selling large broadcast systems. As Director European Sales and later Global VP of Business Development for Acterna, a communications company, Mr. Joosten managed the explosive growth associated with the global telcom build up of the late 90’s as the company grew from \$70M to \$1.2B in sales. Mr. Joosten then joined Peek Traffic Systems where he sold traffic infrastructure solutions to municipalities. Most recently, Mr. Joosten was VP of International Sales and Business Development at Elgar Electronics, a power electronics company. Following an acquisition in 2007, Mr. Joosten became part of Xantrex Technologies, a solar inverter company. Mr. Joosten holds a BS in Electrical Engineering and a MS in RF Engineering from The University of Houdenoord in the Netherlands.

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>

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