

From: Neal Lurie, ASES
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Subject: SOLAR 2009 Sees Record Crowds Despite Economy



MEDIA ADVISORY

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SOLAR 2009 Conference Attracts Record Crowds

American Solar Energy Society announces purchase of Solar Nation, strengthening advocacy efforts to expand the new energy economy

BUFFALO, NY - May 13, 2009 - Despite the struggling economy, or perhaps because of it, **America's longest running national solar conference is seeing the largest crowd in its 38 year history.** SOLAR 2009 conference organizers expect the audience for this year's event in Buffalo Niagara to exceed 5,000, reinforcing that interest in solar energy continues to soar.

To kickoff events the nonprofit American Solar Energy Society, which produces the SOLAR 2009 conference, announced that it has purchased Solar Nation, a rapidly growing online advocacy organization.

"By joining forces both organizations will be able to take advantage of natural synergies to expand outreach and grassroots advocacy efforts in collaboration with industry partners," said Brad Collins, Executive Director of the American Solar Energy Society. Collins continued, "We welcome Solar Nation and its outstanding community of solar citizens."

While the purchase agreement was effective May 1 it may take several weeks to fully integrate systems. ASES and Solar Nation programs currently reach hundreds of thousands of solar professional and grassroots advocates each year.

"One of the things I appreciate most about ASES is its close ties with the groundswell of interest in solar in America," said Chris Stimpson, Executive Campaigner for Solar Nation. "This close liaison will allow us to offer a powerful advocacy channel to even more people."

In addition to the Solar Nation announcement, the SOLAR 2009 conference had a standing-room only crowd at its sold-out Solar Success training track.

"With more than 440 entrepreneurs, electrical contractors and construction professionals attending, this year's best-in-class Solar Success! training is believed to be the largest professional solar installer training in the world," said Jyl Safier, Conergy's

Director of Marketing. "Those in the construction and extraction trades are experiencing triple the national average of unemployment rates. This training provides an opportunity for them to rebuild and diversify their businesses to find new revenue streams and take advantage of the energy surrounding the clean energy economy."

The SOLAR 2009 conference runs through Saturday, May 16 at the Buffalo Niagara Convention Center. Conference participants can choose from more than 200 educational sessions to gain the latest industry insights, as well as attend tours, workshops, public events and a huge renewable energy trade show. Registration information can be found at: www.solar2009.org

NEWS EDITORS: Complimentary media passes to attend SOLAR 2009 available to credentialed media professionals. SOLAR 2009 takes place May 11-16, 2009 at the Buffalo-Niagara Convention Center, 153 Franklin St, Buffalo, NY 14202. To inquire about a media pass contact Neal Lurie at: 303.717.7575.

About the American Solar Energy Society

Established in 1954, the nonprofit American Solar Energy Society is the nation's leading association of solar professionals and grassroots advocates. Supported by more than 13,000 members, ASES' mission is to speed the transition to a sustainable energy economy. In addition to producing the ASES National Solar Conference, it publishes SOLAR TODAY magazine, organizes the ASES National Solar Tour, and advances education, research and advocacy, inspiring the nation to go solar. www.ases.org

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