



NEWS

FOR IMMEDIATE RELEASE

QUALITY AND AFFORDABLE SOLAR POWER, PERMACITY FINDS WAYS TO MAKE IT ADD UP FOR CUSTOMERS

An RWE SCHOTT Solar, Inc. Reseller Leverages Expertise in Real Estate, Energy and Finance to Make PV a Cost-Effective Energy Solution

May 24, 2004 (ROCKLIN, CA) -- RWE SCHOTT Solar, Inc. (RSS), a leading manufacturer and distributor of high-quality solar modules and systems, announced today it is working with PermaCity Corporation, one of Southern California's premier environmental energy solutions companies, to help develop the photovoltaic (PV) market in the Los Angeles area, using PermaCity's unique business acumen.

"PermaCity brings a new level of financial sophistication to the PV value proposition, making PV an even more economical choice for its commercial customers and a profitable business for PermaCity. With the company's expertise in commercial real estate, it has an insider's understanding of this market segment and can work to help building owners with tax incentives and capital expenditures relevant to their individual needs," said Marc Roper, director of sales for RWE SCHOTT Solar. "In addition, the company's leadership has had a great deal of experience in the direct access power market, giving it a strong insight into utility billing practices and rate structures. Armed with this knowledge, PermaCity has made purchasing a PV system affordable and an effective energy supply for its clientele."

PermaCity's goal is to provide cost-effective environmental energy solutions by leveraging its expertise in commercial real estate, finance, economics and the utility market. The company is partnering with RSS based on its reputation for product quality and its ability to provide engineering services when needed.

With its PV product source in place, PermaCity has quickly found success. In less than a year of selling PV energy solutions, the company has established its capabilities, from primary contractor to deal broker on PV installations ranging from smaller residential systems to larger 110kW to 270kW commercial systems. In what can sometimes be a confusing or difficult process to secure financing, or to create structurally or aesthetically pleasing designs, PermaCity is quickly building its reputation in the business.

For example, when its customer, [Earth Island Natural Foods](#), was told its building's roof would not support solar panels, PermaCity researched the situation and engineered a 113kW system, using the SunRoof™ FS Free-Standing system. The system not only meets or beats the roof's weight restrictions, it requires no roof penetrations. When its customer, [Smithway Associates](#), was unable to secure financing for a 234kW system flat roof system, PermaCity developed a sophisticated financial model and used its own credit to secure 100 percent financing for the project. The company provides the same level of service for its residential customers, engineering a foundation and 10kW hillside installation when the customer felt uncomfortable with the look of the system on his home's roof.

"We not only make PV systems attainable, we only do it with the highest quality equipment available, the ASE series from RWE SCHOTT Solar," said Jonathan Port, president and CEO of PermaCity Corp. "We see our PV sales from the long-term market perspective, placing a highest value on product reliability, efficiency and build. We'll lower our profit margin rather than take a chance on lesser equipment and implementation. We make it back in fewer service calls and truck rolls

and, most importantly, more sales. Word-of-mouth referrals alone are keeping us very busy. With PermaCity's purchase and incentives packaging along with the RSS products and support, we've hit on a powerful, economical solution for purchasing PV systems, bringing the US another step closer to energy independence."

Financial incentives vary according to system installations on commercial or residential buildings as well as with regard to the PV system's size. PermaCity takes these variables into account and, using its real estate, economics and utility company expertise, develops a financial package in advance to show customers where and how they will save money. PermaCity charts out kilowatt-hours of energy production, installation pricing, rebates and available tax credits, culminating in a breakout of bottom line monthly costs and savings.

In addition, PermaCity is able to qualify applicants' credit limits, adjust for the energy savings and often times provide 100% financing. For more information on PermaCity's installation and financing programs go to www.PermaCity.com or call (310) 645-0807.

For more information on RWE SCHOTT Solar's products and financing options, go to www.rweschottsolar.us or call (800) 6857940.

ABOUT PERMACITY CORP.

PermaCity Corp is a California Corporation with a mission to sell, lease, own, install and maintain environmentally sound distributed power generation systems (DPG) starting with solar electricity and solar thermal products. As a leading RWE Schott Solar dealer, PermaCity offers turnkey solar solutions including design, engineering, permitting and installation. PermaCity is a leading solar company in Southern California. PermaCity specializes in commercial and large residential systems. PermaCity is listed as a solar retailer and installer in both the Los Angeles Department of Water and Power (DWP) and the California Energy Commission (CEC) locations and qualified to do business throughout California. Installation is through PermaCity Construction Corp. (CA B C10 HIC 827864), a licensed, bonded and insured California General and Electrical Contractor, whose leadership has more than 20 years licensed experience.

ABOUT RWE SCHOTT Solar Inc.

RWE SCHOTT Solar Inc. is North America's leading manufacturer and distributor of solar power components and systems, serving customers throughout the Americas from sales offices in California, Massachusetts and the State of Washington. The company's U.S. headquarters and manufacturing facility in Billerica, Massachusetts, produces the largest solar power module available worldwide, the ASE 300TM. A pioneer in the design and development of complete solar power solutions, RWE SCHOTT Solar Inc. serves a highly diverse market including grid-connected residential and commercial systems, and grid-independent industrial, governmental and utility applications. RWE SCHOTT Solar Inc. is a joint venture of the RWE Group, a global international multi-utility concern with core businesses in electricity, gas, water, waste management and recycling; and the SCHOTT Group, a leading international specialty glass manufacturer. The RWE and SCHOTT companies had combined sales of over \$55 billion in 2002, and employ nearly 150,000 people worldwide.

For more information, please visit: RWE Schott Solar Inc. -- www.rweschottsolar.com ;
RWE Group -- www.rwe.com/en ; Schott Group -- www.schott.com .