

# PRESS RELEASE



## **Media Contact:**

Bonnie Harris

612-801-0912

[harris@waxmarketing.com](mailto:harris@waxmarketing.com)

Erika Morgan, SVP Communications

1-877-660-0131

[press@citizenre.com](mailto:press@citizenre.com)

## **MAJOR SOLAR INITIATIVE COMPLETED IN REDDING, CALIFORNIA**

The Citizenre Corporation announces completion of 72 residential solar PV installations.

**San Diego, CA – March 29, 2011** – Representatives of The Citizenre Corporation, executives of the Redding Electric Utility and members of the Redding City Council gathered at a special event today to share the successful results of a recent solar leasing initiative in Redding, California. Citizenre CEO and President David Gregg, Redding Electric Utility (REU) Paul Hauser, and Redding City Council Member Rick Bosetti presented their remarks outside a Redding residence featuring one of the new solar panel installations.

Members of the Redding community, media and other interested parties were on hand to learn more about the successfully completed initiative and its positive impacts, including lower energy costs for participants, increased energy stability for the area and greater awareness regarding energy efficiency and production. Seventy two residential homes in Redding were installed with photovoltaic (PV) systems that facilitate the utilization of solar energy for their homes. The final installation was completed December 30, 2010.

Although the project's elapsed time was impacted by weather, the initiative was completed at a rapid pace, often achieving two complete system installations in one day and completing all 72 homes within 59 active days of installation. In addition, a company record of 15.84 kilowatts (kW) was installed in a single day, by a single installation team, across two separate home sites.

"The speed, accuracy and cost effectiveness of the Redding initiative can easily be duplicated using our systems and processes," said David Gregg, Citizenre CEO. "Redding proved that outside of weather and supply availability, we're able to average two and even three installations per day based on system size. The Citizenre model delivers cost-effective, quality results. We've seen that proven without a doubt in Redding where new solar users are already seeing energy costs reduced on average by 20%." Gregg added that over the course of the project the rapport between Citizenre and REU also greatly contributed to the success of the project.

Planning and ramp up for the project began in August 2010. Citizenre installation crews arriving in Redding experienced strong interest from the community in the program, evidenced by more than 15 pre-scheduled site visits. REU customers participating in the solar leasing program had

access to a special residential energy rebate program. REU customers took advantage of a rebate period between August 1 and September 30, 2010. All customer and site information was submitted to REU by September 30, 2010.

“The benefit Citizenre brought to the Redding market was to make solar affordable to our residential customer class, many of which couldn't afford to make the up-front, capital intensive investment of purchasing solar,” said Matthew Madison, Solar Program Coordinator for REU. “Without Citizenre’s 72 residential systems in town, a select few scalable-sized projects would have used all the solar rebate money that was available.”

“We couldn't have picked a better group of people to work with. The people of Redding have a very strong sense of community,” said Glen Rand, an installer for Citizenre. “The city of Redding knew what they were doing and they were very collaborative in their approach to the project. I can't speak highly enough of REU's willingness to help us overcome obstacles. The entire community came to the table with a 'can-do', positive attitude and it was a privilege to work with them.”

Redding is a city in Northern California with a population of nearly 90,000. It is the state's largest city north of Sacramento.

### **About Citizenre**

Citizenre entered the market in 2006 as a developer of decentralized, customer-directed electricity infrastructure, using proprietary business processes to deliver residential photovoltaic (PV) systems to customer homes at an industry-leading installation pace.

PV is Citizenre's entry product. Products that follow will strengthen customers' ability to save money, manage their energy use, replace polluting with non-polluting fuels, and place their own needs at the core of their energy purchase and/or production decisions.

In 2009, Citizenre began its pilot efforts in Southern California. In 2010, the company began to expand throughout California, and in 2011, Citizenre is poised to introduce its PV rental products to markets in the west and beyond.

For more information about our residential solar program, please visit [www.Citizenre.com](http://www.Citizenre.com). To receive updates, please email [press@citizenre.com](mailto:press@citizenre.com).