

Clarian Power Wins GE Ecomagination Consumer Innovation Award

Renewable energy system developer chosen over 3,000 entries

SEATTLE – November 16, 2010 – Clarian Power today announced that its SmartBox™ Solar Module is a winner of the Consumer Innovation Award in the GE Ecomagination Challenge, a global contest to find and fund the most innovative clean technologies. Clarian Power is one of several consumer technology companies selected from more than 3,000 entries, and the SmartBox™ Solar Module was selected for its feasibility and potential impact as rated by GE and venture capital leaders.

“Winning the Ecomagination Consumer Innovation award is a huge validation,” said Chad Maglaque, Clarian Power founder and CEO. “The win brings additional financial and engineering endorsements to the support we’ve already received and increases our current momentum. GE’s financial and technical support will allow us to bring affordable, easy-to-install solar power to consumers.”

Clarian will receive a portion of the \$200 million in funding from GE and its venture partners for being selected as an Ecomagination Challenge winner. GE will recognize Clarian Power and the other winning entries at a press event Tuesday, November 16 in New York City. GE will provide Ecomagination Challenge winners with business strategy consulting, distribution opportunities, product development resources and marketing support.

GE Ecomagination Challenge

The Challenge, launched in collaboration with leading venture capital firms RockPort Capital, Kleiner Perkins Caufield & Byers, Foundation Capital and Emerald Technology Ventures and with Chris Anderson, Editor-in-Chief, Wired Magazine is part of GE’s Ecomagination initiative, a global commitment to build innovative clean energy technologies.

Winners were selected based on originality, feasibility and impact. Clarian Power is the first residential renewable energy developer to focus on affordable plug-n-play technology for the residential market for under \$1,000.

“Residential solar is taking off,” said Maglaque. “But even with rebates and tax incentives, renewable energy remains completely out of reach for your average homeowner – installation hardware and labor comprise more than 50 percent of traditional turn-key solar systems’ installed cost. Clarian is unique in that we eliminate installation complexity and dramatically reduce installation cost. We’re completely changing the installation paradigm for residential solar”

About Clarian Power

Clarian Power's mission is to develop affordable and easy-to-use sources of renewable energy and help ensure the long-term sustainability of our communities. Clarian has developed the SmartBox™ Solar Module that allows homeowners to plug solar power into an existing electrical outlet without the expense and hassle of larger turn-key systems. Unlike existing solar systems which require a dedicated circuit and electric panel, Clarian's patent-pending SmartBox™ technology provides built-in circuit protection and converts existing household wiring into a flexible plug-n-play power bus. For more information about Clarian's power-in-a-box solutions, please visit www.clarianpower.com.