

Contact: Aleana Sutton
Simple Solar
Phone: (303)541-1504
Fax: (303)484-6021
aleana@simplesolar.com

3297 Walnut Street
Boulder, CO 80301
www.simplesolar.com



PRESS RELEASE

Simple Solar partners with Spinnaker to optimize its supply chain

For immediate release

Denver, CO 8.24.2009: Simple Solar has initiated a comprehensive, long term, strategic partnership with Denver based Spinnaker, one of the nation's leading Supply Chain consulting firms. This week, the two companies kicked off a multi-threaded approach to leverage Spinnaker's depth and experience in Supply Chain Strategy, Transformation and Business Process Outsourcing as a cornerstone in Simple Solar's evolution to national prominence.

Simple Solar Founder & CTO, Joe Callahan said "We are looking to Spinnaker to enable us to institutionalize the process of designing and implementing world class solar power systems - at speed and scale, while not sacrificing the quality and excellence that we have built our reputation on since starting our business over a decade ago."

Spinnaker Co-Founder and Managing Principal Rob Benson, is leading Spinnaker's efforts by applying the principals and lessons learned from working with some of the world's leading semiconductor and high-tech companies. Initially, Simple Solar will leverage Spinnaker to apply "Design for Supply Chain" principals to designing solar energy solutions - in the process making optimal vendor and labor decisions. "Spinnaker is excited to have the opportunity to work with such a progressive thought leader in the solar industry. They have exhibited tremendous foresight and maturity to fully leverage the Supply Chain as they grow their business," said Benson.

Mr. Benson holds a Ph.D. and M.S. in Industrial Engineering and Operations Research from the University of California at Berkeley. He is a recipient of the Franz Edelman Award for Management Science Achievement for his work on optimization based planning systems while at UC Berkeley.

About Spinnaker:

Founded in 2002, Spinnaker leads the industry with innovative supply chain solutions to ensure that clients remain competitive in the global marketplace. Spinnaker's services include supply chain consulting, supply chain execution and application support services. Spinnaker serves Fortune 500 companies to start up enterprises, most of whom are market leaders in their

respective industries, including semiconductor manufacturers, energy companies, telecommunications companies, and the food and beverage industry. Spinnaker delivers supply chain excellence with world-class people, processes, technology, and operational know-how. Headquartered in Denver, Spinnaker offices are also located in Boston, Singapore, and London.

About Simple Solar:

For more than a decade, Simple Solar has developed lasting relationships with clients by operating under the values of integrity and excellence. With extensive roots in green construction and energy, Simple Solar has evolved from being a local leader in solar design and installation to becoming a vertically-integrated solar development company that delivers a complete solution to clients. Simple Solar specializes in streamlining the process of designing, engineering, installing, and commissioning solutions. With revenue growth of 1900 percent between 2005 and 2008, Simple Solar is poised to remain at the forefront of the emerging renewable energy industry.