



Contact:

Matt Neils, American Solar Electric
E-mail: matt.neils@americanpv.com
Phone: 480.941.7481

Ross Novotny, Robson Communities
E-mail: ross.novotny@robson.com
Phone: 480.895.4288

ROBSON COMMUNITIES ANNOUNCES PARTNERSHIP WITH AMERICAN SOLAR ELECTRIC Solar Ready Feature to be Included as Standard

Scottsdale, Ariz. – February 22nd, 2011 – Arizona-based Robson Communities Inc. announced today that they have partnered with American Solar Electric, Arizona's largest residential solar integrator, to offer solar electric systems at two of their popular active adult communities, Pebble Creek in Goodyear, AZ and Quail Creek in Sahuarita, AZ. As part of this commitment to energy efficiency, every new home built in these two communities will include a Solar Ready feature, which streamlines the future installation of a solar electric system.

By making the commitment to include the Solar Ready package on these homes, a new standard in affordable, energy-efficient communities has been established. This addition to Pebble Creek and Quail Creek's already impressive energy efficient lineup of homes allows homebuyers to integrate solar into their new homes more efficiently and affordably than ever before.

New homebuyers are also able to select either a 2.5kW or 4kW grid-connected solar electric system at the time they purchase their new home. These systems provide an annual utility savings of \$600 and \$950 respectively. Additionally, homebuyers may be eligible to capture thousands of dollars in solar tax credits associated with selecting a solar electric option.

"Being able to include the Solar Ready package to our homeowners at PebbleCreek and Quail Creek is just one more piece of value for homeowners. In addition to the high quality construction at Robson communities we have embraced energy efficient building as the foundation for the homes we build" said Chris Harrison, Robson Communities Senior Vice-President of Residential Construction.

The integration of solar during new home construction is in high demand statewide and is another significant indicator that Arizonans want to save money on their utility bills.

"American Solar Electric is proud to bring our expert design, construction and customer support services to new residents at PebbleCreek and Quail Creek. Installing our systems during the construction of a new home not only lowers the cost of solar, but also allows for a very aesthetically pleasing installation" said Sean Seitz, President and Co-owner of American Solar Electric.

Interested parties can visit Robson's web site at www.robson.com or call (800)732-9949 for more information.

Robson Communities Robson Communities, Inc. and its affiliated companies have been creating award-winning active adult communities for the past four decades. Under the leadership of Founder and Chairman Edward J. Robson, more than 23,000 magnificent new homes have been built in Robson Resort Communities in Arizona and Texas. Known for friendly communities with a resort ambiance, endless activities and world-class amenities, the company offers a wide variety of beautiful home designs in Arizona and Texas priced from \$130's. Call 800-732-9949 for more information or access the web site at www.robson.com.

American Solar Electric, Inc. is an Arizona-based design-build firm specializing in photovoltaic (solar electric) power systems. Headquartered in Scottsdale, the company is responsible for the installation of over 3,000 solar systems, comprising over 15 megawatts of photovoltaic power in the state of Arizona. American Solar Electric has the experience of installing several hundred BIPV solar electric systems for a number of the Valley's largest production home builders. Additional information on the company's products and services is available on-line at <http://www.americanpv.com>.