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American Solar Electric Announces Expansion Plans, Adds Jobs

Scottsdale, Ariz. – April 7, 2010 – American Solar Electric, one of Arizona's largest designers and installers of solar electric systems, today announced plans for a major expansion of the company's operations, starting with the creation of a Central Distribution Facility in Phoenix that will support new operations in the West Valley, Tucson and Northern Arizona.

In the coming weeks American Solar Electric will consolidate warehouse and project staging operations at a new Central Distribution Facility in Phoenix in the vicinity of Broadway Road and 40th Street. The facility will support the company's existing East Valley Construction Facility in Tempe and a planned West Valley Construction Facility. The location of the West Valley Construction Facility is under consideration and the company is investigating several properties in the Goodyear and Glendale markets.

American Solar Electric's Central Distribution Facility will also support the company's expanding presence in the Tucson Metro Area, a market that has grown substantially for the company in recent years. The recent addition of a sales presence in Green Valley and the establishment of a Tucson Regional Sales Office by mid-year are expected to increase sales further, thereby creating the impetus to establish a Southern Arizona Construction Facility. The company is investigating sites along the I-10 corridor on the northwest side of Tucson and will co-locate sales and construction resources at the facility.

Additionally, the company is evaluating options for a Northern Arizona Construction Facility. American Solar Electric's Regional Sales Office in Prescott has been operational for nearly three years and the Northern Arizona Construction Facility is expected to support existing and new customers in the region. The exact location of the Northern Arizona Construction Facility has not been determined at this time, but Prescott and Flagstaff are both under consideration.

"Plans for expanding our operations have been in development for over a year and we believe making these moves will position the company for continued success in Arizona – now and into future years," stated Sean Seitz, President and co-owner of American Solar Electric.

"Centrally locating our warehouse and positioning our construction operations closer to our customers provides a great deal of flexibility and ensures that American Solar Electric's value proposition to homeowners going solar is one of the best in the state," cited Will Herndon, Executive Vice-President of Construction and co-owner of American Solar Electric.

In the coming months American Solar Electric expects to add 10 full time positions in sales, operations and construction to support the initial phase of the expansion. Long term, the new facilities are expected to accommodate up to 50 new positions as demand for rooftop solar continues to expand in all corners of the state.

American Solar Electric, Inc. is an Arizona-based design-build firm specializing in photovoltaic (solar electric) power systems for residential and home builder applications. Headquartered in Scottsdale, the company is responsible for the installation of more than 10 megawatts of photovoltaic power in Arizona, statewide. American Solar Electric's approach includes system design, permitting, procurement, installation, interconnection, and commissioning. Additional information on the company's products and services is available on-line at <http://www.americanpv.com>.

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