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American Solar Electric Expands Roofing Division's Capabilities *Company Adds Jobs, Places Increased Emphasis on Ensuring Roof Integrity*

Scottsdale, Ariz. – April 15, 2010 – American Solar Electric today announced the expansion of its specialized Roofing Division within the organization. The decision to further build out the company's in-house roofing expertise is in an effort to support the installation of building integrated photovoltaics (BIPV) and to provide an additional layer of assurance to American Solar Electric's customers.

"Your roof provides a critical layer of protection for your home," said Sean Seitz, President of American Solar Electric. "It is because we understand the value of the roof system and have the skills necessary to install the components in compliance with industry standards that we can ensure the longevity of the roof integrated solar electric systems we install."

American Solar Electric's "dual-trade" approach to residential solar projects – the company has both roofing and electrical contracting licenses and trains its employees in both fields – ensures homeowners and homebuilders that qualified professionals are fully engaged in the design and construction of their PV systems. It is based on this level of knowledge, understanding, and technical experience that American Solar Electric is able to offer an industry leading 10-year Roof Warranty and 10-year Energy Production Guarantee.

The move to expand the company's expertise in roofing comes with the formation of 3 additional dedicated roofing crews and the placement of Robert Dishmon as American Solar Electric's Director of Roofing. As a result, American Solar Electric has more roofing professionals certified by the Tile Roofing Institute than any other contractor in the State of Arizona.

"Robert Dishmon comes to American Solar Electric with more than 30 years of experience in the roofing industry. His extensive expertise will assist in the task of integrating the roofing trade into the company's installation processes," said Will Herndon, Executive Vice-President of American Solar Electric.

On average, 60% of the work involved in installing a solar electric system takes place on the roof. And for an average-sized system, approximately 40 penetrations are made in the roof to attach the solar panels and racking structure to the home's truss system. American Solar Electric's installation method includes perfected industry "best practices" as directed by the Arizona Registrar of Contractors and Tile Roofing Institute to address the proper flashing and sealing of penetrations.

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 www.americanpv.com.

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