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PRESS RELEASE

Arise Energy Solutions Unveils New Website; Announces Key Milestones in Revenue Growth and Energy Generated by its PV Solar Installations

Littleton, CO – January 11, 2011: *Arise Energy Solutions, LLC*, a Colorado-based residential and commercial solar energy design, integration and installation company, today announced that it has launched a new website featuring a PV Solar Cost Calculator that helps clients see the impact of regional and Federal incentives. The new site also contains sections that outline the value of renewable energy, showing clients in Colorado how they can fully leverage current incentives to minimize their out-of-pocket costs for a PV solar solution. The new site also includes a news section that keeps visitors up-to-date on the latest happenings in the solar energy industry, as well as tips on energy conservation, and updates on electric utility rates, which went up substantially in 2010 for most residential Colorado customers.

"We're excited about the growth we're seeing in renewable energy solutions here in Colorado, and are pleased to say that our company's growth is substantially exceeding that of the industry at large," said Jim Bartlett, Arise co-founder and CEO. "Our new website is designed to educate Coloradoans interested in lowering their residential and/or commercial energy costs long-term, while also reducing their carbon footprints."

The privately-held company also announced second-half revenue growth of *465 percent* over the first half of 2010. "We've obtained great traction in the renewable energy market here in Colorado this year," said Arise co-founder and CFO Tim Meisinger, "and we see continued strong growth ahead, facilitated by continued cost reductions, strong regional incentives and the recent extension of the US Treasury Grant Program."

The company also announced that it passed a key milestone, with systems it installed in its last six months of operations having generated over 12 megawatt hours of clean solar energy thus far. "As a new integrator, we at Arise are thankful to be providing significant value to our clients, and to the state of Colorado," Bartlett noted. "Not only are Arise clients saving thousands on their energy bills, but they're also helping contribute toward cleaner air quality – and both of these benefits will continue for decades to come."

Headquartered in Littleton, CO, Arise Energy Solutions is a leading provider of innovative renewable energy solutions to clients in Colorado. Arise is a member of the American Solar Energy Society, CRES and COSEIA.

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