

Power Press Release

ALPHA ENERGY OPENS PHOENIX HEADQUARTERS

Company watches HB2701; prepared to invest more heavily in other states

Phoenix, Ariz., February 25, 2010 – A national leader in turnkey photovoltaic solar power systems, and member of The Alpha Group, Alpha Energy recently relocated its corporate headquarters to Phoenix. This new office, located at 1628 W Williams Drive in North Phoenix, will serve as the primary Alpha point of contact for renewable energy customers throughout the Americas.

“We felt strongly that opening this office in Phoenix was an important step as we position ourselves for continued growth in the solar industry,” said Drew Zogby, Alpha’s President and COO. “Arizona is one of the most productive solar energy regions in the world, but the state government needs to support that natural resource with action to be a leader in the solar industry.”

Alpha Energy is keeping a close eye on the progress of HB2701, a bill that would dismantle Arizona’s burgeoning solar industry. If HB2701 passes, Alpha Energy will be compelled to invest more heavily and create jobs in other states, Zogby said. In summer 2009, the Arizona Legislature passed and enacted HB1403, the “Quality Jobs Through Renewable Energy” bill, to strongly position Arizona as a national leader in renewable energy jobs and technology. Zogby said it is unfortunate to see them work so quickly to reverse that effort to increase “green” employment and tax revenue with this new bill.

“The solar industry is at an important growth point and now is the time to act to help reduce the utility rates of the future,” said Zogby. “Photovoltaic solar has never been more affordable, and at the same time community awareness of the need for renewable energy systems to reduce demand has reached the tipping point. Our scope and worldwide presence give us a strategic and operational advantage with large commercial solar installations. Our strength is showing commercial organizations how to put underutilized real estate to work by installing solar power systems to reduce their utility power demand and minimize their carbon footprint.”

Alpha Energy is recognized as a leader in the industry, providing turnkey grid-tied and off-grid solar power systems. Alpha manages solar projects from concept to completion, including the application processes for local permitting and government incentives to help customers take full advantage of the government assistance available and get the highest internal rate of return from their solar investment.

ADDITIONAL QUOTES AND ORGANIZATIONAL INFORMATION

“The relocation of Alpha’s corporate headquarters is a significant win for Arizona and the state’s growing industry,” said Barry Broome, president and CEO of the Greater Phoenix Economic Council. “Arizona is fast becoming the nation’s leader in solar, and Alpha’s choice to make Greater Phoenix its home base helps solidify that position.”

“Governor Brewer stands strong by her commitment to making Arizona a solar capitol of the world, and attracting global headquarter operations such as Alpha Energy is critical to building the capacity that will ensure our State is recognized as a leader in the renewable energy industry,” says Donald E. Cardon, Director of the Arizona Department of Commerce. “Alpha Energy will enjoy great success here, and we look forward to assisting the company as it continues to grow and create even more jobs for Arizonans.”

"I'm encouraged to see the job creation of this emerging industry, especially in this economic environment in response to our tax-cutting measures, which removed key barriers to job creation," said state Rep. Carl Seel, who represents the district that will be home to Alpha's headquarters. "We welcome Alpha Energy to the Valley of the Sun."

"We welcome Alpha Energy to Phoenix and look forward to a lasting relationship with this industry leader," said Councilwoman Thelda Williams. "With more than 300 days of sunshine each year and the city's goal to increase the use of renewable energy, Phoenix is a natural fit for Alpha Energy."

"Under my 'Green Phoenix' plan, becoming the first carbon-neutral city in America means that we reduce our carbon footprint, create green jobs, reduce our consumption of fossil fuels and attract high-tech solar manufacturers," said Mayor Phil Gordon. "Alpha Energy's move to Phoenix is a perfect fit as they position themselves for continued growth and bring 54 new jobs to our city."

The new Alpha Energy office is set to employ a team of executive, sales and administrative personnel to serve the southwest United States including Arizona, New Mexico, California and Nevada.

Alpha Energy, is a full-service engineering and project development company for turnkey renewable energy technologies and photovoltaic (PV) systems for commercial, institutional and remote (off-grid) applications. Alpha Energy is a division of Alpha Technologies, a world leading **Total Power Solutions** provider for more than thirty years. Stop by our Phoenix office on 1628 West Williams Drive or contact us at 602 997 1007. Alpha Energy is a member of The Alpha Group.

The Alpha Group represents a global alliance of independent companies that share a common philosophy - create world-class **Total Power Solutions** for communication, commercial, industrial and renewable energy markets.

For this and/or additional information in electronic form, visit **alpha.com** or contact:

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