

MEDIA ADVISORY

East Tennessee Home to the first 1 MW Solar Installation in the 7-State TVA Region

Natural Energy Group of Powell to hold press conference for dedication of 1 MW solar project using 2,000,000th panel from Sharp Solar's Memphis plant

Natural Energy Group and Efficient Energy of Tennessee will hold a press conference and tour of the first 1 MW solar installation in the Tennessee Valley Authority's (TVA) 7-state region Thursday, August 12th at 10:30 AM. A speaker's coffee will precede the press conference, 9:30 AM at Regas Restaurant. The project used Tennessee made solar panels from Sharp Solar's Memphis plant, including the plant's two millionth panel. The 1 MW project represents tremendous economic opportunities available in Tennessee's emerging clean energy economy. Numerous distinguished guests and stakeholders will be on site to address the crowd and talk with the media, including:

WHO:

- **Robbie Thomas**, *President, Efficient Energy of Tennessee*
- **Michael Lasky**, *Director of Sales, Sharp Solar Energy Solutions Group*
- **Harvey Abouelata**, *VP Sales & Marketing, Efficient Energy of Tennessee*
- **Mintha Roach**, *President and CEO, Knoxville Utilities Board (KUB)*
- **William Lyons**, *Senior Director, City of Knoxville (Solar America City)*
- **Chad Duty**, *Solar Technologies Program Manager, Oak Ridge National Laboratory*
- **Dr. Ramesh "Rudy" Shankar**, *Vice President of Technology Innovation, Tennessee Valley Authority (TVA)*
- **Ryan Gooch**, *Director Energy Policy, State of Tennessee- Economic & Community Development*
- **Teri Brahams**, *Executive Director, Business and Community Services, Pellissippi State Community College*
- **Dr. Stephen A. Smith**, *Executive Director, Southern Alliance for Clean Energy*

WHAT: Speaker's coffee, press conference and tour of 1 MW solar project

WHERE: Speaker's coffee at Regas Restaurant, downtown Knoxville
Press conference and tour: 813 Andrew Johnson Highway Knoxville, TN 37871

<http://www.bing.com/maps/#JnE9LjgxMytBbmRyZXcrSm9obnNvbifIaWdod2F5KytLbm94dmlsbGUMmMrVE4rMzc4NzEIN2Vzc3QuMCU3ZXBNLjEmYmI9NTAuNTc5MzA4MjM2NDgyMiU3ZS00Mv43MzIwNDA0MDO1JTdlMTguMDc3MzE5NzkyNjAzJTdlLTEyNC4xNTE5NjIvNzk1>

If you need to leave a vehicle on the site at the press conference, please contact Jason MacIssac, Jason@eetn.com or 865-964-7178



WHEN: Thursday, August 12th
Speaker's coffee: 9:30 AM – 10:00 AM
Press conference and tours: 10:30 AM

Contact for more information:

Cortney Piper, TN Business Leaders for a Clean Energy Economy
C: 865-789-2669
E: Cortney@srw-associates.com

ASSETS:

1. Video and photographs of installation provided
 - a. B-Roll
 - b. Sound bites
 - c. Still photographs
2. PR Site – Company info, Photographs, logo's etc. <http://business.pr.com/eetn>
3. Social Network: www.gosolar.ning.com
4. Website: www.eetenn.com
5. Photographs: <http://www.flickr.com/photos/solarinstaller>

