

Featured Installation



Forever Wild Animal Sanctuary, Phelan, CA



24 Andalay 175 watt Modules, 1 Fronius 4000 Inverter- (4.2 kW) installed Feb 2009



Akeena Customer Linda Panitz,
Design Consultant Katie Gregg
and Rich Panitz

Extreme Makeover Chose Akeena Solar and Award Winning Andalay Panels for Largest Build

When Extreme Makeover was looking to install solar power at the Forever Wild Animal Sanctuary, in its largest build ever, they reached out to Akeena Solar. The sanctuary has been managed by husband and wife team Joel and Chermaine Almquist, located in Phelan, CA for 13 years. The sanctuary is home to a variety of exotic and endangered animals including cats, lizards and arachnids. Over the years Joel and Chermaine have donated their time and money, but it never seemed to be enough. Feeding the cats alone can cost up to \$4,000 a month, not to mention creating holding enclosures and cages, upkeep and maintenance of their home and the sanctuary as well as navigating the never ending slew of documentation required to keep Forever Wild operational with no funding from the government. The sanctuary and the Almquist family were in dire need of help and Extreme Makeover: Home Edition and Akeena Solar created a winning solution for everyone.

Extreme Makeover began demolition of the Almquist home officially on a Sunday in early February, and moved very quickly through the build out process. Akeena Solar arrived on site on Monday with our team of expert installers and crates of Andalay Solar panels. Andalay panel installation on the Almquist home began late Monday (about 11pm) on a chilly desert night and only 5 hours later a completed 24 panel Andalay system was installed.

Adding Andalay Solar panels to the new Almquist home and Forever Wild Exotic Animal Sanctuary has allowed them to take advantage of the abundant Mojave Desert sun and to convert it to useful energy. The solar generated electricity is providing clean energy for the Forever Wild Animal Sanctuary, the newly built education center and the Almquist home.

Joining Ty Pennington, host of "Extreme Makeover: Home Edition" was Linda Panitz, the winner of an Akeena sponsored contest that awarded to one lucky Akeena customer a trip to Forever Wild Animal Sanctuary to be on set. Linda won the contest with submission describing her commitment to her community and her tireless efforts to spread the word about the benefits of going solar.

"There is so much work that goes into a project of this scale. When you're behind the scenes, you see everything, from the big moments - like when the house is torn down to when it's framed - to the little details," said Linda. "There's a lot of camaraderie amongst the installers. During the middle of the night I watched the sleek and modern Andalay panels go up at midnight - there were lights blazing on the set so it was bright as day - that was exciting to watch."

To see the installation action, visit www.akeena.com/extreme_makeover

Message from our CEO

Innovators Paving The Way For Mainstream Solar

The solar industry has changed a lot since we started installing in 2001. Many times it's been a challenge trying to explain to people that putting glass on the roof will generate enough electricity for an entire house or commercial building. But now something different is occurring in the marketplace – people who doubted that solar works are now buying systems.

It's uncanny – they've seen us driving around in those tacky yellow cars (taxi?) for years – and now, finally, they say they want a system. Hooray! But what's changed? Although net prices haven't changed, solar has become more mainstream. Marketers call it the "Innovation Adoption Curve." A sociologist named Everett Rogers noticed that new innovations diffuse into the marketplace in stages. First by what he calls "innovators," then "early adopters" and then the "majority" and "laggards."

Congratulations to all those Akeena Solar "innovator" customers out there. Innovators are the first individuals to adopt an innovation – like rooftop solar power. Innovators are willing to take risks, youngest in age, have the highest social class, have great financial lucidity, very social and have closest contact to scientific sources and interaction with other innovators (Rogers obviously failed to observe that innovators are smarter and more attractive).

This innovation framework explains why so many more people are coming out of the woodwork and buying a solar power system. These new customers are the "early adopters" – people who've waited to see if solar power is real. Now that just about everyone knows at least one person who has rooftop solar, a whole new category of people is interested in installing a system.

We've still got a long way to go; when I look around a neighborhood, more than 99% of the homes still don't have solar. But for many reasons (economic, environmental and political) it's getting easier to convince people to go solar. If you're so inclined, Akeena Solar's customer referral program and solar parties are a great way for you to explain how solar works to your friends and neighbors so that they can see the light, too.

-Barry Cinnamon, CEO- Akeena Solar

Give Green, Get Green!

Sharing is Caring!

Spreading the news about solar to your friends and family is easy with Akeena Solar's **Give Green, Get Green** Referral Program.

Since launching our California program in March 2009 we have:

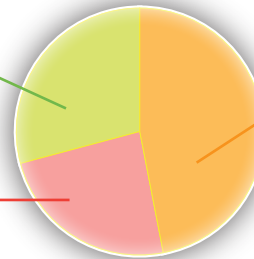
- * Planted over 250 trees in our national forest with the help of the Arbor Day Foundation
- * Offset 9.75 tons of CO₂
- * Referrals have come from all over California



Southern California: 29%

Northern California 47%

Central Valley: 24%



For more information about our referral program, please visit www.akeena.com/refer

Host a Solar Home Event!

Invite your friends to admire your installation. We provide refreshments and answer solar questions for your guests. You get \$1000 per referred installation and your friend also benefits from a \$500 solar system discount!

Talk to your Akeena Design Consultant and set up your Solar Home Event today!

Announcements



Akeena Website

We've launched a new website! Visit us at www.akeena.com



Yelp! Yelp!

We're on Yelp! Help us spread the word by sharing your Akeena Solar experience with your community. Submit a review on Yelp.com!



Awards

Industry Innovator Award (2009) - The Solar Energy Industries Assoc honored Akeena Solar for its new Andalay AC Solar Power system.



Sign up for Akeena E-News!

Visit www.akeena.com/community to sign up for an email version of our newsletter.



Twitter

Follow us on Twitter at www.twitter.com/Akeena_Solar

What our customers say...



The Akeena team is very professional and knowledgeable in their field. The installation crew did a top notch job on my roof top and I cannot compliment Akeena's Andalay product enough! The panels along with their special mounting system are super low profile and leave no dangling wires! Thanks a whole bunch for a job well done!

Tom Yamamoto, Campbell, CA

Akeena Solar is highly organized and professional in its relationship with the customer at all the stages of design and installation. It was impressive to work with a business that has such a high value in cordiality and efficiency. Cosmetic as well as technical concerns were addressed. The installers were exceptional and put my interests first. Kudos to Akeena for a real classy operation.

Ken Kasper, Monte Sereno, CA

Would you like to share your Akeena Solar experience? Email your experience to Ali Monge (amonge@akeena.com)

Life in the Green

Replace Light Bulbs

Replace standard incandescent light bulbs with compact fluorescent light bulbs (CFLs) and save 75% off lighting costs.

Unplug Electronics

Unplug electronics, battery chargers and other equipment when not in use. Together, these small items can use as much power as your refrigerator.

Wash Clothes in Cold Water

When possible, wash clothes in cold water. About 90% of the energy used in a clothes washer goes to water heating.

Buy Energy Efficient Appliances

Always buy ENERGY STAR qualified appliances and equipment - they're up to 40% more efficient. Find rebates and incentives in your area using our rebate finder.

Keep Cool With Ceiling Fans

Reduce air conditioning costs by using fans, keeping windows and doors shut and closing shades during the day. Most ceiling fans use less energy than a light bulb. Be smart about lighting.

From your friends at
Akeena Solar

16005 Los Gatos Blvd.
Los Gatos, CA 95032

Give Green, Get Green!



Everyone benefits from going green! You get a \$500 referral check for any referral that results in an installation. Your friend gets \$500 discount on their system AND we plant a tree with the Arbor Day Foundation for every referral - even if it doesn't result in a sale.

Contact Ali Monge at (408) 402-9480 or your Design Consultant for more details!

\$500

Spread the Solar news with the



- I am an **Akeena Customer** referring a friend
- My friend, an **Akeena customer**, referred me

Akeena Customer Name

City, State

Referred Friend

Address

City, State

Phone

Top reasons to go solar:

1. Get immediate savings on your electricity bill if you act quickly*
2. Friends **save \$500** on their solar installation
3. Akeena Customers get a **\$500 check** per referral installation and more!

** via Federal tax credits, state and utility rebates.*

Don't let your friends settle for ordinary solar!
A high-performance Andalay solar power system is available now with up to 50% savings and zero-down financing. With Akeena's referral program, everyone benefits, including the environment.

Need more info on our referral program?
Please call 888.253.3628 or go to www.akeena.com/refer

\$500

