

NorthEast Solar

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PRESS RELEASE

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FOR IMMEDIATE RELEASE:



NorthEast Solar, LLC and Green in Green Inc. Team Up to Provide Integrated Solar Electric and Solar Thermal Design

Western Mass – February 1, 2010. NorthEast Solar, LLC (NES), a Western Massachusetts based solar electric (photovoltaic) design and installation company announced today its reformation and merger with Green in Green Inc., a solar thermal and heating company that has specialized in innovative design of residential and commercial home heating and solar hot water systems.

"We are pleased to now be able to provide our customers with the best in a whole systems integrated design," said Donavin Gratz, formerly president of Green in Green Inc. The newly combined company will bring together the highest quality in expertise, design and installation of BOTH solar hot water and solar electric providing its customers with a complete integration of renewable energy needs for commercial, municipal, residential and "village" solar applications. Balancing the technical and economic trade-offs with the non-technical needs of the client will ensure the most optimal systems.

The recently restructured NorthEast Solar LLC (NES) draws on seasoned business managers with over 55 years of business experience in the building, automotive and solar trades. The NorthEast Solar team of licensed professionals have extensive knowledge of business operations, and will continue to provide the best of solar power design, distribution and installation services in Western Massachusetts. With ongoing support from the former owner/member of the company NES will position itself at the forefront of change and development of the renewable industry. "We see exceptional growth opportunities to significantly contribute to the reduction of the Northeast's carbon footprint and to the Pioneer Valley's employment base," said Ann Bronner, who is one of the new members of NorthEast Solar as well as the first graduate in the Renewable Energy Program at Greenfield Community College .

"This move is an ideal one for us and we hope for the Pioneer Valley," says Jeff Clearwater, former owner and Design Engineer from NorthEast Solar. "By merging with a locally-owned and operated family business - rather than one of the big corporate solar companies coming into our region - we are happy to continue the legacy of local, customer-oriented, personable, quality, custom design we built our reputation on." NorthEast Solar's scale and accessibility situates itself within an environmentally conscious community as a place to come to gain the knowledge and awareness to make energy-efficient choices to successfully move away from the reliance on fossil fuel. "We want to give people the confidence and the tools to be able to sustain themselves." says Gratz.

There are four new members of NorthEast Solar LLC. Donavin Gratz will stay on as President of NorthEast Solar LCC, after three and a half years at Green in Green Inc. Gratz's expertise is well respected in the solar energy community in the Valley. His innovative solar systems have made him a much sought after consultant in the Valley. Don Muccino will serve as Managing Director and is a Hatfield, MA resident since 1970. Muccino is the owner of ACME Automotive in Northampton, MA. He brings 23 years of successful business ownership to the group. Ann Bronner, of Hadley, MA is now Operations Manager of NorthEast Solar LLC. She was the manager of Summerlin Floors in Amherst for 17 years where she successfully helped grow the company. Ann earned a degree in Renewable Energy from Greenfield Community College in January, 2010. Erika Knerr is Marketing Director and Design Associate. She was a shareholder, along with her partner, Donavin Gratz in Green in Green Inc. Erika Knerr was a designer at Fortune Magazine for 6 years and Art Director and Editor of New Observations Magazine for 10 years prior. Gratz & Knerr formed GiG Inc. after moving to the Pioneer Valley from New York City in 2006.

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About NorthEast Solar LLC (formerly Village Power Design, founded in 2003)

Founded in 2008, NorthEast Solar Design LLC is a professional design and turnkey solar electric (Photovoltaic) installation company which was majority owned by Senior Design Engineer, Jeff Clearwater with Will Stark and Kemper Carson. NESDAs design wisdom and installation experience stems from over 28 years serving homeowners, businesses, non-profits & NGOs, government agencies, and sustainability projects all over the world. NESDAs long term relationship with several suppliers in the industry ensures a steady supply of solar modules and allows them to choose the very best components to match the needs of the project. Their site survey crew, design crew and installation crew work closely together so that their design savvy is carried through every stage of the installation. Jeff Clearwater is a NABCEP (tm) Certified Solar PV Installer and will stay on the team as technical and business consultant. For more information, please visit www.northeastsolar.biz

About Green in Green Inc.

Founded in 2006, Green in Green, Inc. is a Massachusetts renewable energy startup specializing in solar hot water and home heating, owned by Donavin Gratz and Erika Knerr. Green in Green Inc. is a solar thermal solutions company working with residential and commercial applications. As a designer, installer and distributor of alternative energy products, the company operates at a high level of innovation, with the goal to provide a mixture of energy-efficient options that allows customers to live with a minimal or zero reliance on fossil fuel. Green in Green is a SPC Partner with Greenfield Community College for it's Workforce Development Grant, participates in Green Jobs and community leader training programs and workshops in partnership with Co-op Power and is an associate of the Western Mass Green Consortium. For more information, please visit www.greeningreen.com