

FOR IMMEDIATE RELEASE**Greentech Media And The Prometheus Institute to Host Webinar Revealing Important Research on the Thin Film Solar Technology Market***One-Hour Interactive Webcast Highlights Key Findings from Latest Research Report*

Cambridge, Mass. – July 9, 2007 – Greentech Media, Inc., a new online, analyst-driven media firm that delivers cutting-edge news, market research and events in the greentech industry, will host a one-hour webinar at 12:00 PM eastern time July 19 on their latest research report, “The Future of Thin Film Solar.” Co-authored with The Prometheus Institute for Sustainable Development, this report provides the most comprehensive economic analysis of the thin film solar market to date, and reveals how thin film technology will underpin years of competitive, profitable growth for those successful players within the market, and threaten existing solar manufacturers who rely solely on polysilicon.

“While thin films will for many years be less efficient than crystalline PV (photovoltaic technology), their ability to create electricity at a substantially lower cost and in a much wider range of products and form factors will allow thin films to gain critical market share,” said Travis Bradford, President of the Prometheus Institute. “The ability to deliver electricity cheaply and ubiquitously will put thin film solar in a position to challenge the preeminence of polysilicon, and upset the status of established players in the industry.”

This webinar is free of charge and will include a 15-minute question and answer period. Scott Clavenna, President of Greentech Media, will host, and Travis Bradford, President of The Prometheus Institute, will present and take questions from the audience. To attend, please register at the Greentech Media home page, here: www.greentechmedia.com

About Greentech Media

Greentech Media is an integrated online media company designed to deliver the highest-quality content in the industry, whether it is research, news or critical networking events. Greentech Media is headquartered in Cambridge, Mass., New England’s educational- and technology-innovation center, with operations in New York City and San Francisco. For more information, visit <http://www.greentechmedia.com>.

About The Prometheus Institute

Founded in 2003 by Travis Bradford, the Institute was created to fill a need for reliable data, quantitative analysis and practical information about the renewable energy industry. This lack of information is a limitation to the growth of the field and inhibits economic support for sustainability, and the Institute was created to provide this vital information and thereby accelerate the transition to widespread use of these sustainable technologies. Since its founding, the Institute has focused almost exclusively on pursuing these objectives specifically with respect to solar energy and photovoltaic (PV) electricity.

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