



greentechmedia:



Prometheus Institute

FOR IMMEDIATE RELEASE

Greentech Media and Prometheus Institute Form Strategic Partnership

Companies Combine to Bring Market Research, Analysis and Events to the Greentech Industry

Cambridge, Mass. – Sept. 25, 2007 – Greentech Media, Inc., an online media company, and The Prometheus Institute for Sustainable Development, a non-profit devoted to furthering the advancement of alternative energy and sustainable development, have formed an exclusive partnership to deliver an unmatched array of market research, industry publications and events. The strategic partnership has already delivered its first successful market analysis report, *The Future of Thin Film Solar. A second report, PV Technology, Performance, and Cost – 2007 Update*, which is a detailed look at the current and future costs to manufacture the major photovoltaic (PV) technologies currently in production, is being released today.

Through the partnership Greentech Media is now the sole publisher of *PV News*, a leading newsletter in the solar industry with detailed market analysis each month. Both partners also will deliver an educational seminar on solar technologies to be held in the Boston area in November.

The partnership is announced in conjunction with the country's largest solar conference, Solar Power 2007, occurring this week, Sept. 24 – 27, in Long Beach, Calif. Prometheus Institute's President Travis Bradford is moderating a panel this afternoon at the solar expo titled "Financing Residential and Small Commercial Installations." Greentech Media will also be on hand at the conference covering the latest solar industry developments, and Greentech Media's Senior Analyst Eric Wesoff will host a panel on Thursday called "Raising Venture Capital: Tips for Solar Entrepreneurs."

"We are excited to be collaborating with such a strong online media and research partner," said Bradford of the Prometheus Institute. "This will help us achieve our mission to disseminate our information and analysis as broadly and effectively as possible. We can leverage Greentech Media's strengths in both market research and online publishing, making this a perfect fit for our organization."

Scott Clavenna, president of Greentech Media, agrees: "Travis Bradford brings an unrivaled knowledge base, loyal following, and deep analytical skills to this partnership. We forward to delivering a diverse array of valuable products to the greentech market via our collaboration with the Prometheus Institute."

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:

The Prometheus Institute was founded in 2003 to accelerate the deployment of socially-beneficial sustainable technologies, including those of energy, water, and food, by educating industry participants, advocates, and policymakers about their benefits by collecting and disseminating reliable data, quantitative analysis, and practical information about these industries. Currently, the Institute remains solely focused on its initiatives in the solar energy industry.

#

Contact:
Scott Clavenna
Tel: 617-401-2387
Greentech Media, Inc.
www.greentechmedia.com

Contact:
Travis Bradford
Tel: 617-868-0337
The Prometheus Institute
www.prometheus.org