

FOR IMMEDIATE RELEASE**Greentech Media Forecasts PV Industry Market Size Will Contract 15% to \$12B in 2009 on 5 GW of Global Demand Amid Weakest Growth Year Since 1994**

Pricing Pressures Will Force Out Uncompetitive Companies and an Industry Dominated by Asian Multicrystalline, CdTe and CIGS Will Emerge by 2012

CAMBRIDGE, Mass. – March 3, 2009 – Greentech Media Inc., the industry’s leading Internet media and research firm covering greentech markets, and the Prometheus Institute for Sustainable Development, a non-profit devoted to furthering the advancement of alternative energy and sustainable development, today announced the availability of **2009 Global PV Demand Analysis and Forecast: Anatomy of a Shakeout II** a comprehensive analysis of the cost, finance and technology-related variables affecting country-level and global demand for PV.

“Demand is the new name of the game in the PV market and project developers are calling the shots,” said Daniel Englander, senior analyst with Greentech Media. “How project developers react to the economic forces impacting the PV industry will determine the market’s near-term future. Understanding the constraints facing project developers is the only way for companies across the PV value chain to weather the impending shakeout.”

2009 Global PV Demand Analysis and Forecast draws on nearly 30 years of experience analyzing PV market dynamics to help guide PV industry players through this challenging period. Building on the results of **PV Technology, Production and Cost, 2009 Forecast**, released in January 2009, Greentech Media has created the industry’s first fully integrated model of supply and demand. This bottom-up analysis of the PV value chain has produced critical insights about the near-term prospects and long-term potential for every region, market segment, company and technology in the PV industry. The 200-page report, including more than 150 tables, charts and graphs, provides:

- Quantitative analysis of project economics in Germany, Spain, the United States and Japan for c-Si and thin-film-based residential, commercial and utility-scale systems.
- First-ever country-level and global PV demand curves from 2009 through 2012 and first-ever reconciliation of independently constructed global PV supply and demand curves, leading to an accurate forecast of market-clearing module average selling prices and equilibrium demand volumes.
- Quantitative analysis of the shakeout’s impact on manufacturer profit margins, c-Si and thin-film market share, grid parity, project economics and module pricing.
- In-depth profiles of PV support policies and programs, electricity sector composition and PV market development in the United States, Germany, Spain, Italy, France, Greece, Portugal, the Netherlands, Czech Republic, Japan, South Korea, Australia, India, China and the United Arab Emirates.

“2009 will represent an inflection point in solar,” said Travis Bradford, President of the Prometheus Institute. “Strategic decisions can’t be made without considering the market impact of every technology with data that holds up in any economic climate. Now, more than ever, is when companies, investors and analysts need rock-solid intelligence to benchmark competitiveness and profitability. This report lets industry stakeholders know exactly how well they can compete in a demand-constrained environment.”

For detailed information about **2009 Global PV Demand Analysis and Forecast**, priced at \$2,495.00, visit <http://www.greentechmedia.com/GreentechMedia/Report/2009GlobalPVDemandAnalysisForecastTheAnatomyofaShakeoutII.html>.

Hear research analysts Travis Bradford, Daniel Englander and Shyam Mehta discuss their groundbreaking reports: **PV Technology, Production and Cost, Forecast 2009** and **2009 Global PV Demand Analysis and Forecast** at the upcoming event **Surviving the Shakeout: Greentech Media's 2009 Solar Industry Summit**: <http://www.greentechmedia.com/events/live/az09/az.html>.

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., with operations in New York City, San Francisco and Munich. 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. For more information, visit: <http://www.prometheus.org>.

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