

FOR IMMEDIATE RELEASE

Greentech Media Forecasts Producible PV Module Supply of 23.7 GW by 2012
*High-Efficiency Monocrystalline and Low-Cost Thin-Film Technologies Poised to Survive
Impending Shakeout, Leaving Multicrystalline in the Lurch as Costs Fall Below \$2.00/W by 2012*

CAMBRIDGE, Mass. – January 29, 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 **PV Technology, Production and Cost, 2009 Forecast**, a comprehensive analysis of manufacturing capacity, production and costs across all technologies and global manufacturers.

Recent policy changes and financial market conditions are shifting the supply-constrained market to a demand-constrained one. In response, GTM Research constructed global supply and demand curves to identify the technologies and companies that will be in a position of strength to weather the storm, and those likely at risk from a global shakeout. The report forecasts that global module capacity will grow from 10.4 GW presently to 27.6 GW by 2012 – enough to produce 23.7 GW of modules. Manufacturing costs will drop below \$1.50 per watt for all technologies, with thin-film costing 70 cents per watt. The report also predicts that high-efficiency monocrystalline and low-cost thin-film technologies are poised to survive the impending shakeout, with considerable uncertainty for multicrystalline manufacturers.

“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 stack up against their global competition.”

PV Technology, Production and Cost, 2009 Forecast draws on nearly 30 years of research published in *PVNews* and dozens of market reports. It is the first report to utilize global supply stacks, making it possible to address economic, geopolitical and environmental realities with greater accuracy than outdated traditional models. The 160-page report provides manufacturing volumes, costs and supply curve forecasts for all commercial PV technologies through 2015, with extensive manufacturer profiles.

For detailed information about **PV Technology, Production and Cost, 2009 Forecast**, priced at \$2,495.00, visit <http://www.greentechmedia.com/GreentechMedia/Report/PVTechnologyProductionCost2009Forecast.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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