

**FOR IMMEDIATE RELEASE**

## **Greentech Media Announces New Thin-Film Market Tracker Product**

*Adds Succinct Market Data Report and Services to Complement Existing Solar Research*

CAMBRIDGE, Mass. – January 22, 2009 – Greentech Media Inc., the industry’s leading Internet media and research firm covering greentech markets, today announced the launch of its Thin-Film Market Tracker, designed to reflect its customers’ need for ongoing market intelligence, economic analysis and forecasting in the thin-film industry. This new product increases GTM Research’s offerings, which include in-depth research reports and the monthly newsletters: PV News and the Venture Power Report.

Greentech Media created the Thin-Film Market Tracker to provide customers with the most up-to-date research and analysis on this exciting and innovative sector of the solar photovoltaic industry. The product includes a quarterly report that provides a comprehensive assessment including market size, market share among leading suppliers, updated market forecasts, supplier production and capacity, new contract announcements, and insight on successful competitive strategies. In addition to the full market assessment in the report, the Tracker includes weekly email updates and a conference call with GTM Research analysts to hear specific details and ask questions. More information on the Thin-Film Market Tracker can be found at

<http://www.greentechmedia.com/research-tf-market-tracker.html>.

The GTM Research team has applied its substantial experience tracking thin-film technologies and companies in creating the Thin-Film Market Tracker, including their work on their most recent report, “Thin-Film PV 2.0: Market Outlook Through 2012.” For more information on the report visit <http://www.greentechmedia.com/GreentechMedia/Report/Thin-FilmPV20MarketOutlookThrough2012.html>.

“The terrific thing about the Thin-Film Market Tracker is that we developed it in direct response to feedback from our customers. It also is a natural extension of the groundbreaking thin-film research we authored in 2007 and 2008 and our 25 years of PV research data from our partnership with the Prometheus Institute, co-publisher of PV News. We’re excited about serving the market in this next phase that surely proves to be an exciting one in the thin-film arena,” said Roger Nauth, a Senior Analyst for GTM Research.

### **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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