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BIPV specialist, altPOWER, expands its reach to Europe to take advantage of UK FIT

October 11, 2010 – altPOWER, a renewable energy systems development, design and installation firm headquartered in New York City, has recently opened an office in London in order to better serve the rapidly growing European renewable energy market. The UK branch was established with the assistance and support of UK Trade & Investment and Think London and shares offices with Max Fordham Partners, a leading MEP Engineering firm known for its green design skills.

altPOWER was founded to provide expertise in the field of renewable energy with a focus on solar electric systems, including large rooftop, ground mount and building integrated photovoltaic's (BIPV) where solar panels are integrated into the shell of a new building. The specialized skill of Building integrated Photovoltaic (BIPV) systems supplies altPOWER with a continuous pipeline of major high profile projects and which were responsible for their strong relationships with major international corporations, real estate developers, architects, engineers, contractors, utilities and solar manufacturers. The market leader in New York City, altPOWER offers equipment supply, system design and installation, consulting services, feasibility/cost studies and other renewable energy services worldwide.

Although the UK office has only recently been established altPOWER is no stranger to the European renewable sector. Chairman and founder, Anthony O. Pereira is a recognized leader in the industry internationally. This is confirmed by numerous national and international awards which he has been presented to him as well as various speaking invitations and lectures that he has participated in over the years in the US and across the globe. In the past 12 months alone Anthony has presented at events in Holland, Finland, Sweden, and England, and over the years; Brazil, India, Portugal and Canada.

PV systems allow owners to capture available incentives, such as the UK Feed-in Tariff (FIT), which promote the use of renewable energy systems. The FIT presents a major opportunity for altPOWER in the UK, it is legally binding, secure, provides great visibility and will create a large market within the UK predicted to exceed 6,000 megawatts by 2020. The introduction of the FIT supplemented by London's reputation for being home to so many leading engineers, architects and bankers made London the ideal location for altPOWER's European headquarters.

Distributed Generation will have a more common role in future of energy policy globally as well. Such policy provides for more energy supply reliability for Load Pockets (cities and/or other highly populated areas with more demand for power than supply), national security, trade deficit reduction, economic growth and a cleaner environment.

About altPOWER

altPOWER, also with satellite offices in Boston, Massachusetts and Montclair, New Jersey, is New York City's leading firm in the field of renewable energy system development, design, and installation. Having been in business over 10 years they have earned their reputation as the go-to designer, installer and integrator of choice for solar projects where quality and competence are the highest priorities. Their wide variety of clients and projects is a testament to their experience and expertise. From large scale commercial rooftops for their corporate clients, to architecturally compelling building integrated



photovoltaic (BIPV) systems on skyscrapers, to tracking ground mount systems for residential and industrial clients, altPOWER has the knowledge and the vision to utilize the energy of the 21st century. www.altpower.com

About Max Fordham

Max Fordham Partners are engineers who were founded on and driven by sustainability in building design. Their aim is the delivery of beautifully engineered buildings: low-energy buildings that work for the people who use them. They believe buildings should respond to the environment in which they exist. That's their starting point and it drives their engineering approach, making sure that they imbed principles of sustainability in everything they do. www.maxfordham.com

About Think London

Think London's official foreign direct investment agency. They are a not-for-profit private-public partnership and the experts on doing business in the capital. They connect international businesses to London, helping them set up, succeed and grow. Their service is comprehensive, confidential and funded. http://www.thinklondon.com/

About UK Trade & Investment

UK Trade & Investment (UKTI) is the government department that helps UK-based companies succeed in the global economy. They also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. They provide companies with the tools they require to be competitive on the world stage. For more information visit: www.uktradeinvest.gov.uk

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