



PRESS ANNOUNCEMENT

SolFocus Appoints Senior Executives to Head European Operations

MADRID, Spain – March 5, 2008 – SolFocus today announced the appointment of Roberto de Diego Arozamena as Managing Director of SolFocus Europe, and Pedro Ladron de Guevara de Echavarria as Vice President and General Manager of the company's Tracking Systems Business Division. These appointments are crucial steps following the November election of the SolFocus Europe board of directors which includes business leader, economist, and Repsol Board member Paulina Beato and Germano Fanelli, Chairman of Arrow EMEASA. The announcement was made by company Chairman Gary D. Conley.

“Building a world-class team to lead SolFocus Europe has been the first priority since SolFocus Europe was formed,” explained Mr. Conley. “Both Mr. de Diego Arozamena and Mr. Ladron de Guevara de Echavarria have extensive global expertise in a variety of industries which are directly applicable to the challenges and opportunities faced by SolFocus Europe in becoming the premier enabler and supplier of solar energy solutions for Europe and beyond.”

As Managing Director for SolFocus Europe, Mr. de Diego Arozamena will lead the company's activities including sales, field operations, M&A, and organizational development. He possesses over 25 years of management expertise and a proven track record in building profitable organizations, working in multinational companies with international responsibility, and launching and expanding new businesses. Most recently he served with Dica Consultores, S.L and Goya Partners, S.L. where he was a partner in these professional services companies. He served as President BT Europe, President of Sales & Service Worldwide of BT Ignite, was CEO of BT Telecomunicaciones, S.A., and Vice President of EMEA Networking Solutions for NCR. He also serves on the boards of several companies. Mr. de Diego Arozamena received a BSEE from the University of Southern California and an MBA from Universidad Politecnica de Madrid.

As Vice President and General Manager of the SolFocus Tracking Systems Division, Mr. Ladron de Guevara de Echavarria is responsible for building the business which provides sun tracking systems for a variety of solar technologies. He brings to SolFocus more than 23 years experience in real estate, construction, engineering, supply chain, and project management in a multinational environment having worked around the world including Australia, China, USA, Latin America and throughout Europe. He was Chairman and MD of DTZ Iberica, CEO of Global Markets at Lend Lease Corporation, and senior roles at BP Oil and Mobil Oil Europe in engineering and project management. He holds a Ingeniero de Caminos, canals y Puertos (master's degree) from Universidad Politecnica de Madrid, and completed executive studies in London Business School, Middlesex University and CEPADE.

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About SolFocus

SolFocus develops and markets solar energy solutions targeting a dramatic reduction in the cost of delivering renewable solar energy which will ultimately compete head-to-head with fossil fuels in several large, multi-billion-dollar energy markets. The company's products include concentrator photovoltaic (CPV) solutions and intelligent tracking systems. SolFocus is a leader in global solar innovation through collaboration with universities, research institutes, and corporate partners, and led the formation of the CPV Consortium in 2007. The company's Technical Advisory Panel (TAP) is chaired by Nobel Laureate Arno Penzias, and includes Dr. Roland Winston (UC Merced), inventor of non-imaging optics. The company has raised US\$96 million in venture capital since its founding in 2005. In July 2007 SolFocus acquired tracker innovator INSPIRA, S.L. and in September formed SolFocus Europe. SolFocus has operations in Mountain View and Sunnyvale, California; Madrid, Spain; and Mesa Arizona, and manufacturing partnerships in India, Spain, and China.

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