

EnterSolar Completes DialAmerica Rooftop Solar Project

May 29, 2012

EnterSolar, a leading provider of commercial solar systems to corporate customers, today announced the completion of a 271 kilowatt (kW) solar photovoltaic (PV) system for DialAmerica Marketing Inc., an industry leading teleservice company with over 5,000 employees. The solar PV system was installed on the roof of DialAmerica's Corporate Headquarters facility located in Mahwah, NJ.

"The decision to become solar-powered was an important step for DialAmerica's corporate sustainability program," said Vito Porcelli, property manager at DialAmerica. "We are proud to be among the many leading businesses that are incorporating energy efficient solutions into our facilities."

The system consists of over 1,050 individual solar panels and is expected to produce over 300,000 kilowatt-hours of clean electricity annually, which equates to the reduction of more than 400,000 pounds of carbon emissions per year. The system includes high-efficiency solar modules with independent power maximizers, a central commercial inverter, and a state-of-the-art data monitoring system with module-level capabilities.

DialAmerica was able to utilize a number of renewable energy incentives, including a long-term Solar Renewable Energy Credit (SREC) arrangement with the Rockland Electric Company which provides the project with a steady and predictable cash flow stream in addition to the significant reductions in DialAmerica's monthly electricity costs. "It was a real pleasure teaming up with DialAmerica to make this state-of-the-art solar PV project a reality," said Paul Ahern, president of EnterSolar. "This project demonstrates the compelling environmental and economic benefits that environmentally conscious companies like DialAmerica can realize through well-structured solar power projects." Installation services were provided by New Generation Energy & Environment.

About DialAmerica

DialAmerica, one of the nation's largest privately held teleservices companies, is recognized for its expertise in providing comprehensive, cost-effective customer acquisition and care solutions for consumer and business-to-business marketers. Serving the marketing and fundraising communities for over 50 years, DialAmerica has a diverse portfolio of clients in multiple industry sectors, including financial services, communications, healthcare, pharmaceutical, technology, travel and leisure, consumer products, energy, and others. To learn more about DialAmerica, please visit www.dialamerica.com.

About EnterSolar

EnterSolar is a leading provider of commercial solar photovoltaic systems to the business market. The Company focuses on the specific and demanding needs of the Corporate customer, delivering compelling long-term Return on Investment ("ROI") results for its clients.