



Company Fact Sheet

About Helio Micro Utility

Helio Micro Utility (HmU) is the green power pioneer seeking to create the world's largest clean energy utility, distributed across millions of roofs. HmU contracts with solar installers to build and maintain solar power systems for commercial, residential, and community energy users. HmU customers Buy Power not Panels™, with HmU buying the panels instead and owning the complete solar installation. This simplifies the process for energy users to switch from “brown” energy to “green.” Helio Micro Utility is headquartered in Berkeley, CA.

Mission

HmU's mission is to create the world's largest clean energy utility distributed across millions of roofs by: radically simplifying the solar purchase process; applying advanced financial expertise to lower the costs of solar, both upfront and total; creating and driving the industry's best quality and efficiency standards; and eliminating layers of inefficiencies in the evaluation, installation and maintenance processes.

History

HmU was formed in 2007 out of the mutual vision of solar power industry veteran and engineer, Mo Rousso, and green energy investor and Chairman, Ian Rogoff. Their vision was to implement mass scale green energy generation by breaking down the key barriers to solar adoption and improving on and greening the entire supply chain.

Recent Milestones

- Nov. 2008 Inaugural installation unveiled at The Tech Museum of Innovation in San Jose. This 185 kwp solar power system is expected to generate approximately 270,000 kilowatt-hours of energy each year, and reduce about 600,000 pounds of greenhouse gas emissions created by traditional utility power. This system was installed by SunPower and funded through HmU's Green Energy Community Investment Fund.
- Oct. 2008 Partnership to accelerate solar adoption announced with Verde Energy. This new strategic partnership will provide financing for commercial and government solar projects through the Verde Pro network of solar power installation partners.
- Aug. 2008 Green Energy Community Investment Fund founded in concert with Citi Community Capital, a division of Citi. The initial phase of this new Fund will power up to four megawatts of commercial and public sector solar power system installations.



Management Team

HmU's exciting vision has attracted a diverse and complementary group of talented leaders who seek to change the world while building a great enterprise. Key team members include:

- **Mo Rousso** **President & CEO**

Maurice "Mo" Rousso engineered and installed his first solar energy project in 1975. A true industry veteran, Mr. Rousso founded and was CEO of HeliPower, a leading solar power integration firm in California.

- **Greg Rosen** **Vice President of Project Finance**

Mr. Rosen is now in his tenth year in the solar industry. Prior to joining HmU, he was a Director of Structured Finance for SunPower Corporation, a multinational leader in solar electric systems.

- **Steve Huang** **Vice President of Operations/General Counsel**

As a veteran of the solar industry, Steve was the Territory Manager of Northwest America for Schuco USA, LP, and prior to that the Associate Director of Reseller Channels at Sharp Electronics Corp.'s Solar Energy Solutions Group.

- **Tim Choate** **Chief Marketing Officer and Director**

An Internet entrepreneur and marketing veteran, Tim launched and built multiple companies, including Aptimus, Inc., a NASDAQ traded online advertising network that he sold in 2007 to Apollo Group, parent company of the University of Phoenix, the Internet's largest advertiser.

- **Tom Millhoff** **Vice President of Business Development**

Tom Millhoff is a Silicon Valley native with 22 years of experience growing businesses for service and technology-based ventures.

About Power Purchase Agreements

A Power Purchase Agreement, or PPA, is a contract to purchase power that is generated from a solar energy system that HmU operates at the customer location. Through a PPA, energy purchasers are able to lock in their energy purchase costs, with HmU managing all risk of actual energy generated, system operation and maintenance. Customers of HmU simply agree to Buy Power, Not Panels™.

For More Information

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