



Suniva's Chief Marketing Officer Participates in U.S.-Japan Renewable Energy Roundtable

Delegation Provides Japanese Policymakers with Guidance on U.S. Renewable Energy and Discusses its Role in Japan's Post-Earthquake Reconstruction

Norcross, GA. – December 18, 2012 – Bryan Ashley, chief marketing officer of Suniva, Inc., a U.S. manufacturer of high-efficiency monocrystalline silicon solar cells and modules, was invited to participate in the recent U.S.-Japan Renewable Energy Policy Business Roundtable in Tokyo. Ashley, who was recently reappointed by the U.S. Commerce Secretary to the Renewable Energy and Energy Efficiency Advisory Committee, was one of 15 executives from the American renewable energy industry invited to provide Japanese policymakers and industry leaders with his perspective and expertise, and to learn more about the policy and regulatory landscape for renewable energy in Japan.

The delegation traveled to Fukushima Prefecture and Sendai for site visits and saw firsthand the reconstruction following the 2011 earthquake and tsunami, as well as the role renewable energy is playing in Japan's rebuilding. The U.S. Department of Commerce's Commercial Service served in an advisory role to participating companies whose products or services include at least 51 percent U.S. content. Suniva's products contain more than 80% U.S. content.

“As a leading U.S. manufacturer of low-cost, high-efficiency and high-quality solar cells and modules, it is appropriate that Suniva represent U.S. technology leadership in these dialogues,” said Bryan Ashley. “It is equally important to leverage opportunities for U.S.-made PV products to support Japan's reconstruction efforts as well as renewable energy efforts globally.”

The roundtable was a joint effort of the U.S. Department of Commerce and U.S. Department of Energy, based on the recent recommendation of the Japanese Cabinet advisory panel that Japan increase its reliance on renewable energy and improve energy efficiency. In 2011, approximately 10 percent of Japan's electricity was derived from renewable energy, and new incentives have been introduced to promote investment in renewable energy projects. This represents an opportunity for American companies to work together with the Japanese government and industry to deploy renewable energy.

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About Suniva

Suniva® is an American manufacturer of high-efficiency crystalline silicon photovoltaic (PV) solar cells and high-power solar modules. The company uses patented, low-cost manufacturing techniques and industry-leading technology to produce its high-quality products and maintain competitive costs. Headquartered in metro-Atlanta, GA, Suniva sells its advanced PV cells and modules globally. For additional information on how Suniva is making solar sensible, visit www.suniva.com