



For Immediate Release  
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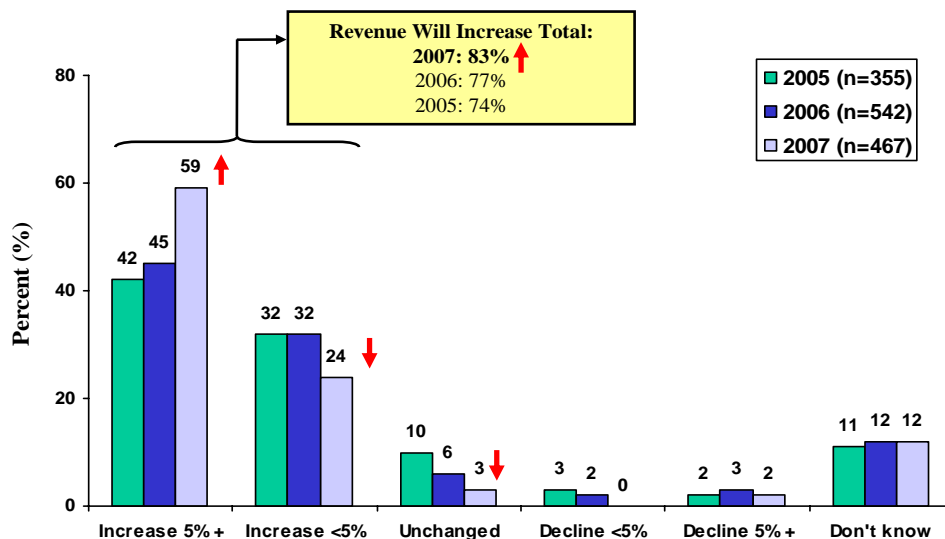
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## DEFG-MSI 2007 Annual Survey Results: Alternative Energy Sector Poised for Growth and Rated as a Buy

Washington, DC ... The Distributed Energy Financial Group LLC (DEFG, [www.defgllc.com](http://www.defgllc.com)), a specialized consulting and financial services firm focused on the energy technology sector, and Market Strategies Inc. (MSI), the leading energy sector market research firm, released the results today of the Third Annual Alternative Energy Market Survey. The DEFG-MSI survey has become an important benchmark for the sector, with over 450 industry leaders responding to an on-line survey in March and April 2007.

In general, respondents are increasingly bullish on revenue growth in the AE sector

Industry Revenue Growth Expectations – Aggregate Responses

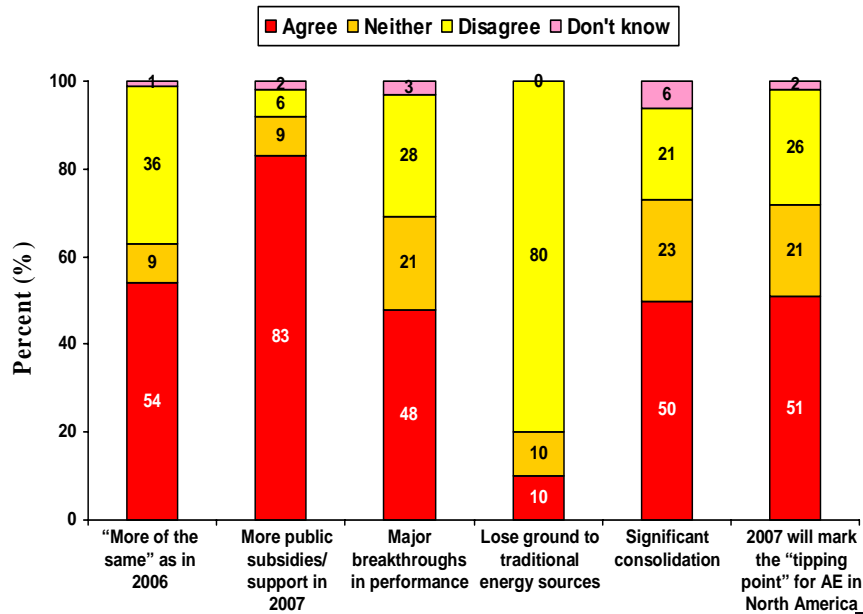


(Q1) ↑ Significantly higher than 2006  
 ↓ Significantly lower than 2006  
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“The alternative energy sector is definitely shifting into a higher gear,” stated Jamie Wimberly, CEO of DEFG LLC. “For sustained success, though, the survey pointed to the need for scale and a more intensive focus on marketing. Government policies will remain a driver as well.”

Respondents overwhelmingly agree that the AE sector will “receive more public subsidies and support in 2007,” and few see AE “losing ground”

### Prospects for the Alternative Energy Sector: 2007



(Q1A-Q1F)  
n=467  
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Other key findings from the 2007 survey include:

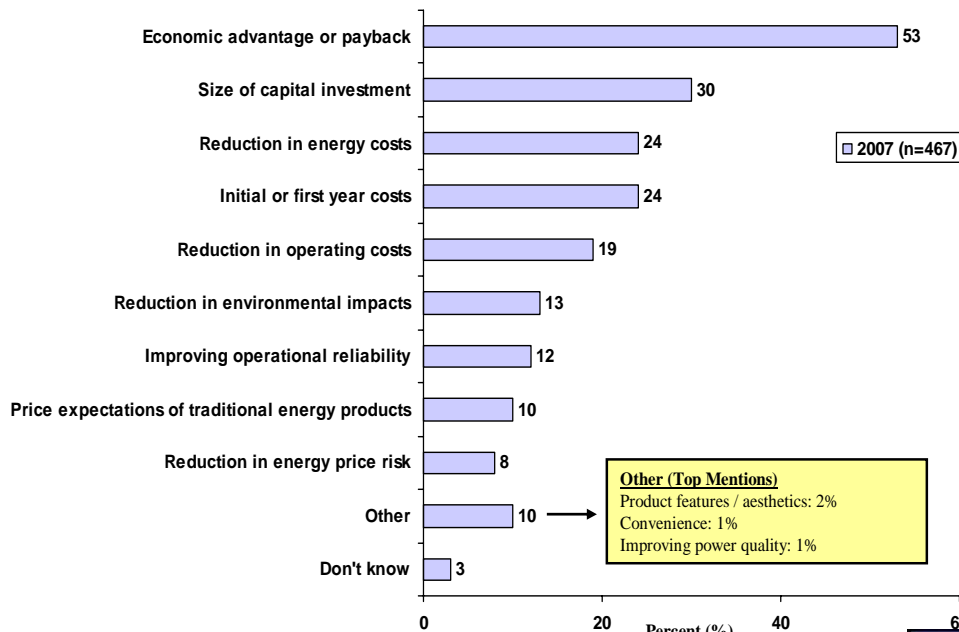
- As an investment, more than half call the alternative energy sector a “buy”
- Key success factors going forward are industry standards and reduced production costs – both scale issues.
- Renewable technologies, demand management and energy efficiency are now driving industry growth
- Wind turbines, photovoltaics, alternative fuels, and demand management have strong growth potential this year and through 2012
- Opportunities for growth appear to be increasing in the government and residential segments, slowing in large Commercial and Industrial
- Respondents believe the key issues facing alternative energy executives are consumer cost-effectiveness/value proposition and consumer education
- Advanced metering and high-efficiency equipment are seen to provide customers the most value when used with utility-sponsored demand response programs

- In 2007 “tax credits” is seen as the most important government policy.

“With regard to the customer value proposition, the respondents this year focused on the need for providing a short payback,” stated Jack Lloyd, Vice President of MSI. “This should be easier with growing awareness of and concern over higher energy prices. For residential customers, vendors need to make their offering simple and easy to use, according to the survey respondents.”

Overall, the most important purchase issues are believed to be economic advantage/payback and the size of the capital investment

### Most Important Issues for Consumers Purchasing an Energy-Consuming Device



(Q4A-Q4D)

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A copy of the entire survey report is available to *the media* at no charge by contacting Jamie Wimberly at [jwimberly@defgllc.com](mailto:jwimberly@defgllc.com). For interested others, a summary is available on the DEFG website: [www.defgllc.com](http://www.defgllc.com)