



FOR IMMEDIATE RELEASE

Main Street Power Showcases Environmental Initiatives with Leilani Münter and Earth Vision Trust at Solar Power International 2013

Solar Financier/Owner/Operator Focused on Mission-Driven Partnerships As It Pursues Significant Portfolio Expansion

Boulder, CO., October 18, 2013---Main Street Power Company, Inc. ("Main Street Power" or "MSP"), a leading owner, operator and financier of distributed solar projects in North America, will exhibit at Solar Power International 2013 (SPI 2013) and showcase its commitment to environmental and social impact through strategic partnerships, policies and portfolio choices.

Partnerships: Two guests will be hosted and will speak at the company's booth (#2500), sharing their environmental initiatives with SPI industry professionals. Ms. Leilani Münter (also known by her web site carbonfreegirl.com), a racecar driver on a mission to promote renewable energy to mainstream America, will share her efforts to 'green' the racing industry through biofuels and other renewable energy initiatives. She will be available on Tuesday and Wednesday and will be making mini-presentations at 11:00 am and 3:00 pm on each day.

Jane Saltzman, Executive Director of Earth Vision Trust (the parent organization of the Extreme Ice Survey and the award-winning film *Chasing Ice*), will speak of her organization's efforts to educate global citizens on climate change through documentary film, youth education, social media, and public art. Ms. Saltzman will be available throughout Wednesday and Thursday and will be making mini-presentations at 10:30 am and 2:30 pm on Wednesday and at 10:15 am on Thursday.

"This year at SPI we're celebrating existing partnerships and building new ones. We are actively looking to fund projects that are financially viable and aligned with our mission," said Amory Host, CEO of Main Street Power. "At the same time, we believe that SPI is an ideal forum to recognize the solar community's active role in providing solutions to the world's environmental challenges."

Policies: Main Street Power's mission-driven operational policies earned it a three-star GIIRS certification, tied to its recent closing on a Series B capital raise of \$5 million. The new investment capital positions Main Street for further strategic growth, including a large project to be announced at SPI that will bring affordable solar energy to thousands of Americans.

Portfolio: Main Street Power's mission to deliver affordable solar energy to mainstream America has led to its careful curation of a +50MW portfolio of solar assets on North American schools, colleges, and non-arable acreage, reflecting its commitments to sustainable land use, local labor, solar education, and lower energy costs. In 2013, the company will complete solar installation in Massachusetts, Connecticut, Arizona, Hawaii, Maryland, New York, Washington, DC and Toronto. Main Street Power seeks to double its capacity in 2014.

Press: Journalists are encouraged to schedule advance interviews with Main Street Power and its guests, as well as attend a networking reception hosted by MSP the evening of October 23 in Chicago (announcements to be made at 7:00 p.m.). Call 303-489-0595 before 10/20 and 303-817-8391 between 10/21-10/24 to request a press pass or schedule an interview. High-res recent project photos can be [downloaded here](#). Photo credit: Jerry Holmes

About Main Street Power

Main Street Power Company, Inc. delivers renewable power through distributed generation solar projects. Main Street Power owns, and operates solar assets at schools, colleges, cities, utilities, and nonprofits through a partnership with MS Solar Solutions Corp. A commitment to solving social and environmental problems through clean energy, local jobs creation, and solar science education for children has earned Main Street Power a three-star GIIRS rating by B-Lab, the global social impact rating organization. Visit the company online at mainstreetpower.com.

About Earth Vision Trust

Earth Vision Trust (EVT) is founded by photographer James Balog and based on the proven success of the [Extreme Ice Survey's \(EIS\)](#) long-term photography project of 28+ cameras deployed at 14 glaciers. EVT is dedicated to educating and inspiring the public with the mission to reach one billion people through innovative visual evidence of human impact on our planet and inspire positive social change. Discovering new ways to tell the stories of our changing planet, EVT programs include the production of webcast videos, airport installations, speaking engagements, Middle School curricula, books, maintaining the EIS camera network, and more. This mission is being considerably amplified by the mission and messaging of the award winning 2012 documentary feature film, *Chasing Ice*. For more information on Earth Vision Trust please visit earthvisiontrust.org.

About Leilani Münter

Leilani Münter is a biology-graduate-turned-race-car-driver and environmental leader. She has been named the world's #1 Eco Athlete by Discovery's Planet Green, is a recipient of ELLE Magazine's 2012 Genius Award, has been featured on the front page of CNN, in the New York Times, and was named as one of the top ten female race car drivers in the world by Sports Illustrated. She is the fourth woman in history to race in the Indy Pro Series, holds the record for the highest finish for a female stock car driver at Texas Motor Speedway (4th in 2006), and was the first woman in the 45 year history to qualify for the Bettenhausen Classic late model race. An almost-lifelong vegetarian, and now vegan, Leilani's motto is "Never underestimate a vegetarian hippie chick with a race car." On the web at carbonfreegirl.com or <http://leilanimunter.com/biography.htm>

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