

# SOLAR MARKETING INSIGHT

A SOLARWAKEUP.COM REPORT

OCTOBER 2013

SolarWakeup.com publishes 9 news articles relevant to solar professionals, 5 days per week. Since the first edition of SolarWakeup, the news aggregation has remained an unbiased source of solar news most valuable to our industry. Most importantly, continue to drive solar news to the mainstream in any way possible!

In October, the trends included some strong stories on policy changes including the net metering (NEM) debate in Arizona, NEM reports in CO and CA and legislation on California. Battery Storage continues an increased trend in solar related context with innovation from other segments catching up. The Department of Energy had a strong month in October with the release of several grants including the coveted SunShot Award.

October continued to be a great month for SolarWakeup, with nearly 1,500 daily email recipients as part of the family. In November we hope to announce continued expansion of the value we bring to you at no cost. SolarWakeup recognizes that content in the solar industry for the solar industry is a way to grow our brand and marketing reach, and that makes us all better.

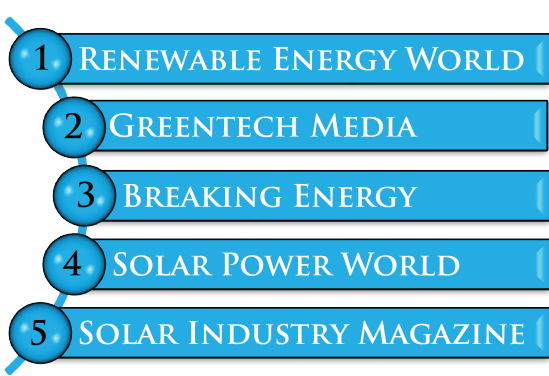


The key metric for SolarWakeup.com articles is the trend. What are the trending topics that solar professionals are reading about? What articles are being published by news sources relevant to solar? See the word cloud identifying the topics most commonly seen in the month of September. Use this information to drive your content for the next month to drive the most traffic possible.

Top Clicks per Article from non-solar publication, in October each source published at least 3 solar articles and had at least 20% higher than average click throughs



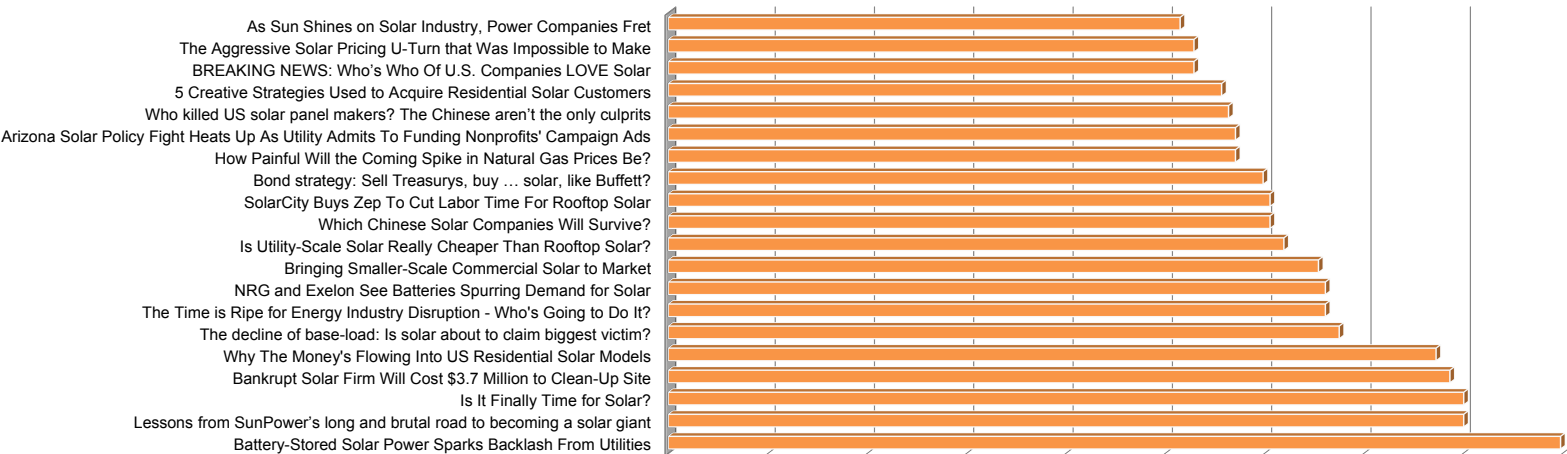
Top Clicks per Article from solar industry publication, averages are lower primarily because the number of articles is much higher, total views are higher than non-solar publications



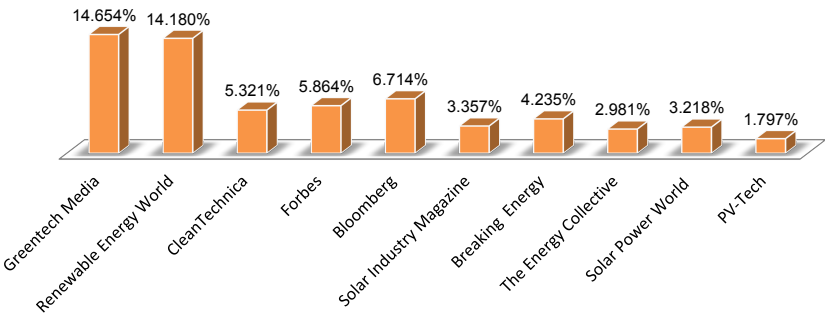
The list identifies the online portals that had at least 3 news articles aggregated by SolarWakeup.com in October with above average click through rates.

RANK	NEWS SOURCE	ARTICLE TITLE
1	Bloomberg	Battery-Stored Solar Power Sparks Backlash From Utilities
2	GigaOm	Lessons from SunPower's long and brutal road to becoming a solar giant
3	Fox News	Is It Finally Time for Solar?
4	Fox News	Bankrupt Solar Firm Will Cost \$3.7 Million to Clean-Up Site
5	Renewable Energy World	Why The Money's Flowing Into US Residential Solar Models
6	Renew Economy	The decline of base-load: Is solar about to claim biggest victim?
7	Fast Company	The Time is Ripe for Energy Industry Disruption - Who's Going to Do It?
8	Bloomberg	NRG and Exelon See Batteries Spurring Demand for Solar
9	Breaking Energy	Bringing Smaller-Scale Commercial Solar to Market
10	Greentech Media	Is Utility-Scale Solar Really Cheaper Than Rooftop Solar?
11	Renewable Energy World	Which Chinese Solar Companies Will Survive?
12	Forbes	SolarCity Buys Zep To Cut Labor Time For Rooftop Solar
13	CNBC	Bond strategy: Sell Treasuries, buy ... solar, like Buffett?
14	The Energy Collective	How Painful Will the Coming Spike in Natural Gas Prices Be?
15	Huffington Post	Arizona Solar Policy Fight Heats Up As Utility Admits To Funding Nonprofits' Campaign Ads
16	Denver Post	Who killed US solar panel makers? The Chinese aren't the only culprits
17	Greentech Media	5 Creative Strategies Used to Acquire Residential Solar Customers
18	Solar Power World	BREAKING NEWS: Who's Who Of U.S. Companies LOVE Solar
19	Renewable Energy World	The Aggressive Solar Pricing U-Turn that Was Impossible to Make
20	National Journal	As Sun Shines on Solar Industry, Power Companies Fret

TOP 20 SOLAR NEWS ARTICLES AS CLICKED ON BY SOLARWAKEUP READERS



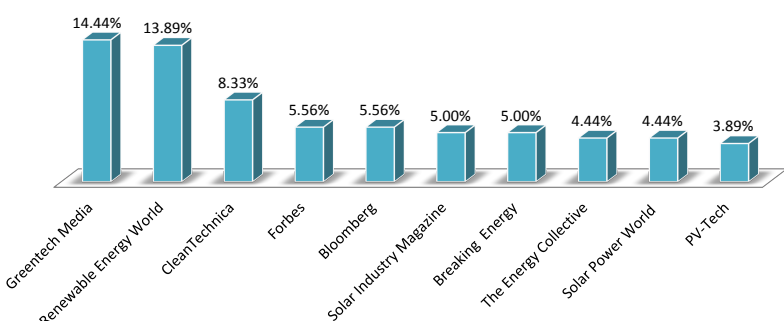
VIEWER ENGAGEMENT BY % OF TOTAL CLICK-THROUGHS



Graph gives insight to the links clicked on by SolarWakeup readers by news source, helping identify potential locations for advertising, engagement and publication location.

Where are SolarWakeup.com readers going to read the solar news? What publications had the most efficient click throughs from SolarWakeup.com in October?

SOLARWAKEUP CONTENT BY % OF TOTAL STORIES



Graph gives insight to the likelihood the news source is carrying news articles relevant to the solar industry by indifying the source of articles listed on SolarWakeup.com

SolarWakeup.com is in a unique position to give solar executives an unbiased view on solar marketing and news trends. We are here to help and welcome the opportunity to guide your content and messaging. Even work with your team to write great content and get it published at the right source at the right time.

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