

Soliant Energy Taps Award-Winning Solar Executive for VP Slot

Sharp, Shell Solar Veteran to Direct Soliant Sales and Marketing Efforts

Pasadena, CA – July 31, 2007 -- Soliant Energy (formerly Practical Instruments), a provider of concentrating solar panels for commercial rooftops, today announced the appointment of Marc Cortez as Vice President of Sales and Marketing. Cortez joins Soliant after leading high-profile marketing efforts for the solar divisions of industry leaders Sharp Electronics and Shell Solar (now Solarworld).

"Marc's creative approach to marketing and extensive experience in the solar industry are invaluable assets as Soliant gears up to sell panels to commercial business owners in California," said Art Buckland, Soliant Energy CEO. "We couldn't ask for a more ideal addition to our team."

As Director of Marketing for Sharp's Solar Energy Solutions Group, Cortez oversaw efforts that helped Sharp become the U.S. market leader. He performed extensive market research to determine consumer buying preferences, and used these insights to create the Sharp Solar brand, launching it with the "Hello Sunshine" campaign throughout California. Mr. Cortez also led a corporate initiative in New Orleans which helped design and install solar electric systems throughout the New Orleans neighborhoods ravaged by Hurricane Katrina, a program that won the American Business Award's prestigious "Stevie Award."

Prior to Sharp, Cortez was the Marketing Director for Shell Solar, a division of Royal Dutch Shell Petroleum Company. While there, Cortez successfully created and launched Shell's commercial solar business and redesigned its residential solar unit.

"Soliant's unique product brings the benefits of solar concentration to the commercial rooftop, and is positioned to capture an important and growing segment of the solar electricity market," Cortez says. "I'm excited to join a company on the cutting edge of solar concentrator technology that knows its customers and can deliver a product designed to meet their needs."

Cortez holds a Master's of Business Administration (MBA) degree from Pepperdine University and a Bachelor's of Science in Mechanical Engineering (BSME) degree from Colorado State University.

About Soliant Energy (formerly Practical Instruments)

Soliant Energy is a leader in the 3rd generation of solar technology which aims to achieve grid-cost electricity by 2010. The company will ship its first product for carport and commercial rooftop applications later this year. Soliant Energy is funded by leading energy and renewable technology investors, including Trinity Ventures, Nth Power, Rockport Capital, and Rincon Venture Partners. Soliant is also supported by Silicon Valley Bank, the U.S. Department of Energy, and technology partners such as Boeing Spectrolab, MIT, Sandia National Labs and SunEdison. Founded in 2005 by a core team of experienced NASA JPL engineers, Soliant Energy is located in Pasadena, CA and on the web at WWW.SOLIANT-ENERGY.COM

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