



Contact:

CPR for PSI

Joelle Caputa

jcaputa@cpronline.com

201.641.1911 x54

FOR IMMEDIATE RELEASE

Principal Solar, Inc. (PSWW) Launches World's First Solar Energy Library

Newly published thought-leader white papers provide framework for project investors – outline effects of renewable generation sources on electrical grid

Dallas, TX – July 21, 2011 – [Principal Solar, Inc](#) (PSI; [OTC Pink: PSWW](#)), a publicly traded renewable energy holding company which concentrates its resources on rapidly advancing the inevitable, worldwide utilization of solar power through a unique roll-up strategy, today launched the [Definitive Solar Library](#), the world's first online reference center dedicated exclusively to solar energy.

"Efforts to capture the power of the sun at a reasonable cost continue to evolve, positioning solar energy as one of the hottest topics around the world and creating the need for straightforward information and perspectives that improve upon the renewable energy exchange of ideas," says Michael Gorton, CEO and president of Principal Solar, Inc. "By defining the issues, collecting and distributing information, the Definitive Solar Library will serve as a valuable educational outpost for leaders of government, business and academia. It will also be accessible to consumers who want to join the dialogue."

In conjunction with launch of the Library, Principal Solar today released two white papers:

- "[Under the Sun: Putting Environmental and Regulatory Issues to Work](#)," co-authored by Gorton and Scott D. Deatherage, partner, Patton Boggs, guides

investors through the technical, legal and environmental issues required for making solar projects work successfully.

- “[*Interfacing with the Electrical Grid*](#),” co-authored by Ken Allen, chief operating officer, Principal Solar, and Ron Seidel, PE, board of directors, Principal Solar, outlines the interconnection of power sources with renewable generation and the roles of federal, regional and state regulatory agencies in the processes.

“Because more entities have become aware of solar energy and its many attributes, timing for this launch is ideal,” said Gorton. “We expect the Library to improve upon existing practices and deliver additional solutions that advance significant social and economic value to communities, governments and individuals worldwide.”

About Principal Solar

[Principal Solar, Inc.](#) (PSI; [OTC Pink: PSWW](#)), is a publicly traded renewable energy holding company which concentrates its resources on the acquisition, finance, development and management of solar power companies to rapidly advance the inevitable utilization of solar power. The company is building the world’s first online library dedicated exclusively to the field of solar energy – a 24-hour gateway to current information, perspectives and thought-leadership: www.definitivesolarlibrary.com. Visit www.PrincipalSolar.com.

Cautionary Statement Regarding Forward-Looking Statements

Statements in this release regarding future plans, expectations, projections, events or conditions are forward-looking statements. Actual results including business plans and results, integration benefits and demand growth could differ materially as a result of a variety of factors including our ability to achieve the value creation goals of the reverse merger; promptly and effectively integrate businesses; alter management time on integration-related issues; make changes in longer-term solar energy prices or other market or economic conditions affecting the solar energy industry; control political or regulatory developments; foresee technical or operating difficulties; predict political events or disturbances; manage the outcome of commercial negotiations; avoid wars and acts of terrorism or sabotage. We cannot guarantee that any of the events anticipated by this forward-looking statement will not occur and, if any of them do occur, we cannot control the subsequent potential impact they might have on our operations or financial condition. We assume no duty to update these statements in the future. References to resources in this release include quantities that are not yet classified, as “proved reserves” under SEC definitions, but that we believe will ultimately be produced.