



## FOR IMMEDIATE RELEASE

### **Principal Solar, Inc. (PSWW) Names Texas Clean Air Advocate to Board of Directors**

**Dallas, TX – July 12, 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 announced the appointment of Margaret Keliher, executive director for [Texas Business for Clean Air](#), to its Board of Directors.

“Margaret is deeply committed to protecting human and natural resources consistent with sustainable economic development,” said Michael Gorton, CEO and president of Principal Solar, Inc. “Her ability to make decisions based upon the law, common sense, good science and fiscal responsibility will play a vital and pivotal role in ensuring that regulatory compliance is embraced and accomplished effectively.”

Keliher, who administers a plan for North Texas to decrease dangerous ozone levels by mobilizing companies in Dallas-Fort Worth to comply with federal clean air standards, was the first female judge elected in the 157-year history of Dallas County, where she served on the 44<sup>th</sup> District Court. She actively serves on the Dallas County Mental Health and Mental Retardation Board, the Dallas Children’s Theater Guild and the Volunteer Center of Dallas. Keliher earned a bachelor’s degree in accounting from the University of Virginia, and a J.D., cum laude, from Southern Methodist University.

#### **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](http://www.definitivesolarlibrary.com). Visit [www.PrincipalSolar.com](http://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.

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