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CPR for PSI

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Principal Solar, Inc. (OTC Pink: PSWWD) Selects CPR Strategic Marketing Communications to Lead National Marketing and Public Relations Campaign

FOR IMMEDIATE RELEASE

Dallas, Tex./Elmwood Park, NJ/ - May 26, 2011 -- [Principal Solar, Inc](#) (PSI; [OTC Pink: PSWWD](#)), a publicly traded renewable energy holding company which concentrates its resources on rapidly advancing the inevitable, worldwide utilization of solar energy through a unique roll-up strategy, has chosen [CPR Strategic Marketing Communications](#) (CPR) to develop and implement its public relations, investor communications and marketing initiatives.

“CPR is a proven resource for generating results - on message, on target, on time,” states Michael Gorton, chief executive officer and chairman of PSI. “As we launch this company in one of the most dynamic segments of the renewable energy marketplace, CPR will play an important role in ensuring a strong market position.”

Laura Carabello, principal owner of CPR Strategic Marketing Communications says, “We are honored to be a part of this growing solar energy market, and confident that the strong leadership team at Principal Solar will be successful in its domestic and global initiatives to advance adoption of solar energy.”

About CPR Strategic Marketing Communications

CPR creates powerful, integrated, strategic marketing and communications plans for today's aggressive media world. We understand how communications can support organizational goals and our team listens and works cooperatively to define problems and opportunities in both the long and short terms. CPR empowers messages for defined audiences to launch products and services, attract clients and elevate awareness. Our proactive campaigns filter external factors, identify internal forces and unleash potential for domestic and international companies of all sizes, emerging and established, complex and simplistic. Headquartered in Elmwood Park, N.J.,

CPR has applied proven, prioritized principles of communications and marketing for publicly traded companies, privately held entities and not-for-profit organizations since 1981. Visit www.cpronline.com, e-mail pr@cpronline.com, or call 201-641-1911, ext. 50.

About Principal Solar

[Principal Solar, Inc](http://www.PrincipalSolar.com) (PSI; OTC Pink: PSWWD) 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 long-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.