



For Immediate Release

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**American Solar Energy Society Executive Director Brad Collins
Predicts 2010 as Banner Year for Solar Energy Installations in the United States**

ASES at Booth # 8949 during 2010 InterSolar North America in San Francisco, CA from July 13-15, 2010

BOULDER, CO; July 8, 2010 – [American Solar Energy Society](http://www.ases.org) Executive Director Brad Collins predicts 2010 as a watershed year for the installation of solar electric and solar thermal projects in the U.S. The American Solar Energy Society (ASES) is the national non-profit association dedicated to the advancement of solar energy with headquarters in Boulder, Colorado. ASES will be an exhibitor at the 2010 InterSolar North America Conference from July 13-15, **Booth #8949** in the Moscone Center in San Francisco.

“From early indicators, we expect grid-connected solar photovoltaic deployment to grow between 50 to 100 percent in 2010, said Collins. “Factors stimulating growth include improved capital availability, pro-solar federal and state incentives and policies, improved credit markets, and federal stimulus funds,” Collins explained.

In 2009, grid-connected PV installations increased by 40 percent to 435 megawatts DC bringing total U.S. grid-connected capacity to 1.25 gigawatts DC. Residential installations accounted for 36 percent of new grid-connected PV systems installed in 2009. The solar water-heating market also grew in 2009, with a 10 percent increase in 2009. Due to its high electricity rates, Hawaii accounted for 27 percent of U.S. residential solar water-heating installations. (Source: Larry Sherwood’s Solar Industries report for IREC, the Interstate Renewable Energy Council).

About the American Solar Energy Society

The American Solar Energy Society is the nation’s first and largest non-profit organization dedicated to the advancement of renewable energy, energy efficiency, and our nation’s transition to a sustainable energy economy. Founded in 1954 by solar scientists, educators, professionals, and solar advocates, the Society hosts the [National Solar Tour](http://www.nationalsolartour.com), organizes the [National Solar Conference](http://www.nationalsolarconference.com), publishes [SOLAR TODAY](http://www.solar-today.com) Magazine and its online edition [SolarToday.org](http://www.solartoday.org), founded the [FindSolar.com](http://www.findsolar.com) database and website, produces original Climate Change and Green Jobs Reports, and supports grassroots advocacy initiatives through [Solar-Nation.org](http://www.solar-nation.org). ASES advocates 50 percent of U.S. electric generation from renewable by 2050. More about the American Solar Energy Society at: www.ases.org.

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